SEPTEMBER 6, 1948 PRICE 25 CENTS

TECHNOLOGY DEPARTMENT

BROADCASTING

The Newsweekly of Radio Television

TELECASTING

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WHOLESALE DISTRIBUTION Denver, western hub of rail, motor and air transportation, is distribution center for the Rocky Mountain Empire, an area nearly one-fourth the size of the entire U. S. Last year Denver wholesalers did a volume of $813,398,000, ranking 28th in the nation. A substantial factor in creating the demand for this volume of merchandise is the product promotion absorbed by the people of this region as they listen to their favorite programs over KLZ.

"ENTERPRISE UNLIMITED" The inevitable westward march of empire — people, industry, ideas, money and opportunities — has brought to the Denver area a new era of industrial and commercial enterprise.

"Enterprise Unlimited" is a new KLZ program, voiced by the prominent Denver actor and narrator, Richard Woellhaf, left, to acquaint westerners with their vast, new opportunities and with what adventurous, bold and courageous thinking is doing to take advantage of them.

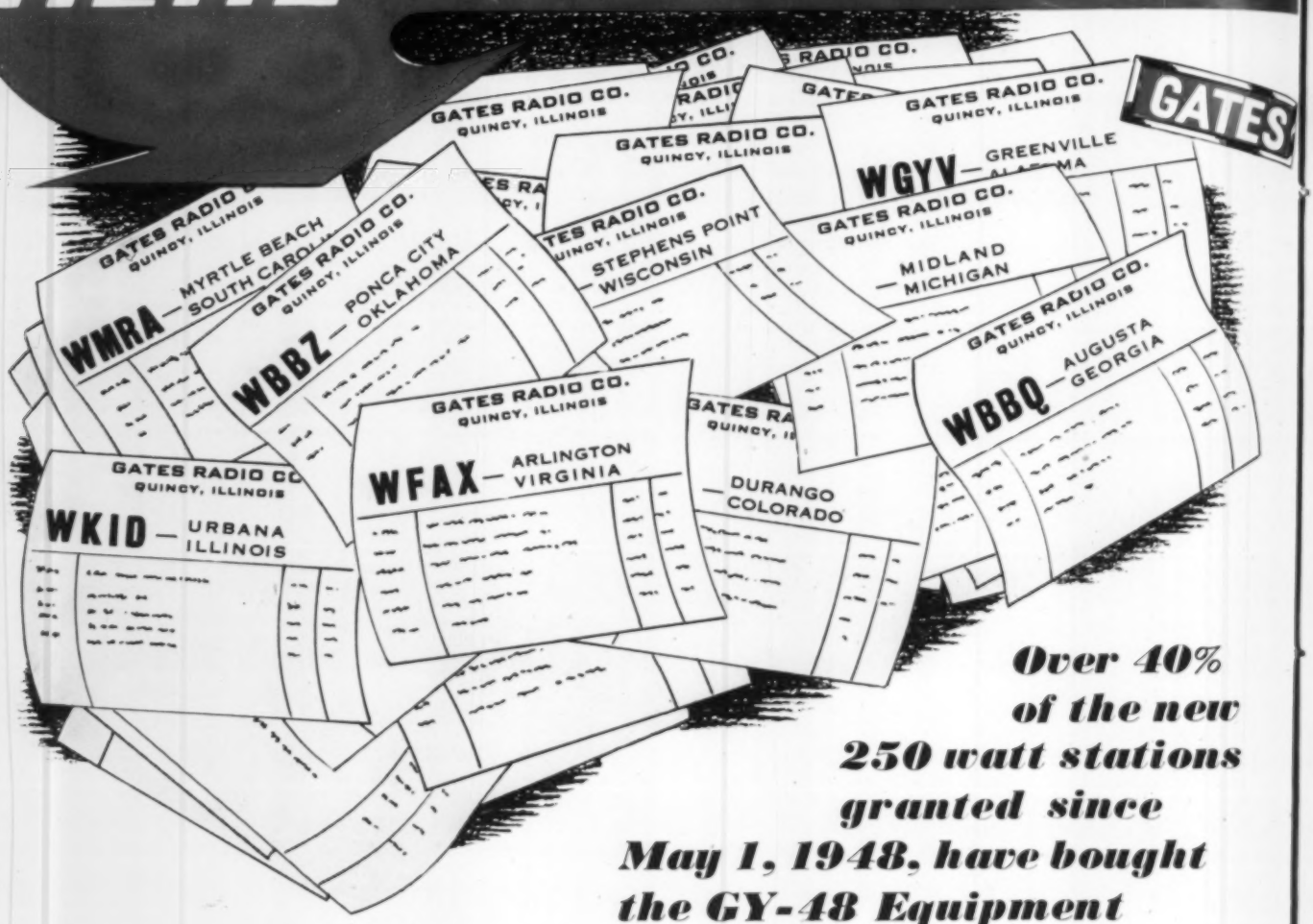
KLZ

DENVER

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY

REPRESENTED BY THE KATZ AGENCY

HERE are the RETURNS



Over 40% of the new 250 watt stations granted since May 1, 1948, have bought the GY-48 Equipment

Gates Radio Company
Quincy Illinois

That may be a record. But whatever it is you can be sure that it shows unusual acceptance of the GY-48 Radio Station.

Why?

Because it's complete, easy to install, the price is low and the quality high. The GY-48 is not just a bargain — it's an opportunity to start your radio station off right and to keep it that way.

Get the details on the GY-48 immediately. Your inquiry will bring a prompt reply.

Washington, D. C.	Gates Radio Company, 13 E. Street N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9089
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

Set the table for 24

Buying time in New England is like having guests for dinner. You need the best china and enough of it.

Set the table the Yankee way and you can be sure you will have enough plates to go round. With Yankee it is possible to reach 24 markets in this six-state area. You need not slight any one of them.

You can realize the full sales potential of each market through its local Yankee home-town station.

Yankee's 24 home-town stations, with their Yankee Network audience, provide the most complete radio coverage of New England — with local acceptance in every market, full dealer co-operation everywhere.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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Closed Circuit

DISTRESSED over cost in dollars and, more particularly, man-hours, invested in preparing entries for promotion awards competitions, network promotion men have been informally discussing value of such expenditures. No action taken but four-network agreement to stay out of all such competitions is distinct possibility.

PENS WERE POISED as BROADCASTING went to press over final contract for sale of KLZ Denver for overall figure near $900,000 to Aladdin Television Co. representing Fox Intermountain theatre interests [CLOSED CIRCUIT, Aug. 30].

DESPITE earlier NBC turndown of purchase offer by Capitol Records for its Thesaurus, it's understood new negotiations are underway.

MAIN influence behind apparent drift of industry segments toward one overall trade association is inability to raise enough money to support collateral organizations. With TV stations seriously considering proposals for NAB merger, similar proposal may be raised at FM Assn. convention later this month.

UNDERSTOOD that FCC Chairman Wayne Coy has dropped plan to attend Mexico City high-frequency conference, with possibility member of Commission will attend. Problem of U. S. delegation vice-chairmanship not yet settled.

ON DESK of Interior Secretary Krug is set of rules specifying details of what radio stations can and cannot do in broadcasts from national monuments. Curious angle in set of proposed bans on commercial radio is personal anti-radio feeling of two policy level bureaucrats.

LIFTED-EYEBROW technique with which FCC is getting results in at least some cases: When renewal application shows little local live talent, FCC staff members call it to station's attention; station amends to provide additional local live; FCC grants renewal but notes that local live is still low, says station apparently is trying to improve, asks for progress reports from time to time.

USE of meter devices seriously considered by BMB. Survey organization will call in meter inventors and users to probe place of mechanical technique in its future audience analyses.

LOOK for realignment in FCC Law Bureau when and if FCC adopts its proposal to eliminate proposed decisions and change motions procedures [BROADCASTING, Aug. 23], plus other revisions reportedly on foot. Procedural changes would substanially enhance Law Bureau's position. There may be revival of plan

(*Continued on page 86*)

Upcoming

Sept. 8-9: NAB District 14 meeting. Mammoth Hotel, Yellowstone National Park.

Sept. 12-13: NAB District 17 meeting. Davenport Hotel, Spokane, Wash.

Sept. 14-15: NAB District 16 meeting. Ambassador Hotel, Los Angeles.

Sept. 16-17: NAB District 15 meeting. St. Francis Hotel, San Francisco.

Bulletins

NECK-AND-NECK race in Democratic runoff primary for post of junior U. S. Senator from Texas found Rep. Lyndon B. Johnson in front by just 44 votes at BROADCASTING's press deadline Friday. Whether Rep. Johnson, whose wife, Claudia, is president of KTBC Austin, moves from House side to Senate, will not be determined officially until Democratic State Executive Committee of Texas makes legal canvass of election Sept. 14 (see story page 30).

FIRST draft of all-radio promotion movie completed by Victor M. Ratner, CBS vice president and director of advertising and sales promotion. It will be distributed to members of All-Radio Committee. Much work in revision must be done, however, before final shooting script is ready, Mr. Ratner said.

RCA has declared dividend of 87½ cents per share on outstanding shares of $3.50 cumulative first preferred stock for period from July 1, 1948, to Sept. 30, 1948, David Sarnoff, president and board chairman, announced Friday. Dividend payable Oct. 1, 1948, to stockholders of record Sept. 13, 1948.

ABC, L. A. 'HERALD-EXPRESS' TO POOL THEIR FACILITIES

RADIO-TV FACILITIES of ABC Hollywood and newsgathering facilities of Los Angeles *Herald-Express* will be merged under 10-year agreement. Don Searle, ABC western vice president, signed for network, David Hearst, executive publisher, for *Herald*.

ABC obtains rights to sporting and other events sponsored by paper. *Herald* to augment KECA (ABC) Hollywood's local news coverage. ABC also obtains access to paper's $3,000,000 library of photographs.

Coincident with merger announcement, it was learned KECA-TV, which had been aiming for Nov. 1 start, likely will not hit air until December.

Earlier CBS and Los Angeles *Times* got together in stock agreement whereby network would acquire 49% interest in paper's KTTV (TV) [BROADCASTING, Aug. 30].

Business Briefly

PILLSBURY SPONSORS ● Pillsbury Mills (Pillsbury's Best Flour), Minneapolis, has bought 15-minute segment of five-weekly *Kollege of Fun and Knowledge*, quiz show featuring Kay Kyser, and *Galen Drake*, five-a-week commentary, both effective Oct. 4 over ABC. Agencies, McCann-Erickson, Minneapolis, and Leo Burnett, Chicago. Kyser series to be in time slot now held by *Breakfast in Hollywood*.

YANKEE FOOTBALL ● Chevrolet Dealers Assn., New York, sponsoring New York Yankees pro football television, signing three-year contract with WABD New York. Dealers sponsored Sept. 5 game on WNBT New York, but from now on use WABD. Agency, Campbell-Ewald.

QUAKER OATS SIGNS ● Quaker Oats Co. (Puffed Wheat and Puffed Rice) has signed with ABC for *Challenge of the Yukon*, Mon.-Wed.-Fri., 5-5:30 p.m. (CDT), starting Sept. 13. Agency, Sherman-Marquette, Chicago.

UNION FOR VM ● International Brotherhood of Boilermakers, Iron Ship Builders & Helpers of America (IBBISBHA) has brought 8-8:30 p.m. period on ABC on Sept. 13 for forum broadcast on Taft-Hartley Law.

GRID TV PROJECT ● Liggett & Myers Tobacco Co. (Chesterfields) sponsoring Sept. 14 charity football game from Polo Grounds, New York, on full ABC-TV eastern hookup. Agency, Newell-Emmett, New York.

FIGHT SPONSOR ● Ballantine Beer & Ale through J. Walter Thompson Co., expected to sponsor Tournament of Champions bouts on MBS Sept. 21 at Jersey City. Contract hinges on video rights clearance.

ARMOUR ON CBS ● Armour & Co., Chicago, sponsors CBS *Stars Over Hollywood*, Sat., 1-1:30 p.m. (CDT), effective Sept. 18. Agency, Foote, Cone & Belding, Chicago.

MOTOROLA RENEWAL ● Motorola Inc. renews *Nature of Things* on NBC video network 13 weeks through Dec. 23, Thurs. 8:15-8:30 p.m. Agency, Gourfain-Cobb, Chicago.

MILANI SPOT DRIVE ● Louis Milani Foods starting spot campaign today (Sept. 6) in several western markets. Agency, C. J. LaRoche & Co., Hollywood.

OIL COMPANY SCANS TV

STANDARD OIL OF INDIANA officials last week conferred with representatives of News Map of the Week, published in Chicago, with an eye to televising current events show should firm decide material provides suitable basis for video programming.

AVAILABLE NOW FOR SPONSORSHIP

Hackberry Hotel

COUCHMAN
Advertising Agency
DALLAS

255 HIGHLAND PARK SHOPPING VILLAGE
MEMBER, S. W. ASSN. ADVERTISING AGENCIES

Mr. Martin Campbell
Radio Station WFAA
Dallas, Texas

August 12, 1948

Dear Mr. Campbell:

As you know, for the past three years, our client, the Armstrong Packing Company, has sponsored the 15-minute comedy program, "Hackberry Hotel," - broadcast Monday through Fridays over station WFAA-570, 12:30 - 12:45 P.M., and locally created and produced by your staff.

We are more than unhappy that a change in policy by our client makes it necessary to drop this program. We think there is no better program of its type on anybody's air, than Hackberry Hotel. It is just plain amazing what chuckles, and what suspense, two characters can keep in this compact little show. That it drew 23,585 requests for "Little Willie's Joke Book" is all the proof you would need.

We always hoped this show would wind up on a network; but changes in our client's distribution patterns have always stood in our way. And we have shed salt tears not to have another client ready to take the show over. Someone is missing a whale of a bet.

Cordially yours,

Albert Couchman

COUCHMAN
Advertising Agency

READ WHAT THIS AGENCY SAYS

Station **WFAA**
DALLAS

820 NBC 570 ABC
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News
and WFAA FM
By the Order of the F.C.C., WFAA Shares Time on Both Frequencies

Represented Nationally by
EDWARD PETRY and COMPANY

Tops!

● Tops is Spot spelled backwards — Spot is tops spelled backwards. As a matter of fact, Spot is Tops spelled backward or forward.

Spot Radio — or oidar tops, if you want to continue the reverse English — is the most efficient radio you can buy.

These stations play a big part in keeping it that way —

SPOT RADIO LIST		
WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA — WSB-TV
BALTIMORE — WBAL-TV
BOSTON — WNAC-TV
BUFFALO — WBEN-TV
LOS ANGELES — KFI-TV
MILWAUKEE — WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

EDWARD PETRY AND CO. INC.

Any advertiser can — and most advertisers should — use Spot Radio

LOOKING FOR "BlueChips in BlueJeans?

A third of a BILLION DOLLARS ain't alfalfa!

HARRY MARTIN
Farm Editor

● Here's a farm audience with the wherewithal to buy what it wants.

We have two good reasons for saying "WFBM covers this plush farm market effectively." Programming—and Harry Martin. Harry is our *full time* Farm Editor—and he's a genuine *farmer's* Farm Editor, because he is a farmer. Harry's on the air six days weekly, early morning and midday. (His "Hoosier Farm Circle" is 12 years old.)

Programming? Lots of farm news—prices, trends, local events and personalities. Music—the kind *our* farm audience likes. Complete weather coverage (WFBM was first in this area with *hourly revised* weather information!).

Thirty-seven Central Indiana counties produce in the neighborhood of *a third of a BILLION DOLLARS* of farm income. These counties are the ones in which WFBM is credited with coverage of 10% or higher. (In 13 of these WFBM registered 50% or higher.)

WFBM is "First in Indiana" *any way you look at it!*

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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250 Park Ave., Zone 17, *PLaza* 5-8355
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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon, Jane Pinkerton.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Mantagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

MONEY TALKS

Money talks in many ways. It speaks of progress when it is used to produce new wealth, new convenience, new beauty. In Tulsa money is talking that way in a very loud voice. And where money is being employed for constructive projects the people in that area have new money to spend for necessary and luxury items. There is a great deal of new money in Tulsa today!

If you want to get *your share* of this spendable income tell Southwesterners about your products over the station Southwesterners prefer—KVOO, Oklahoma's Greatest Station—"home folk" to the Southwest since 1925.

HERE'S HOW MONEY TALKS IN TULSA, TODAY:

$17,865,900.00 . . . Bond issue expenditure by the City of Tulsa to expand water and sewer facilities

$ 6,000,000.00 . . . New downtown office building under construction

$ 2,000,000.00 . . . New downtown office building under construction

$10,000,000.00 . . Major oil company research center under construction

$43,000,000.00 . . . . . Completed residential building this year

$ 1,800,000.00 . . . . . School building program authorized

Tulsa leads all major cities of the Southwest in business gains according to Department of Commerce figures.

EDWARD PETRY & COMPANY INC., NATIONAL REPRESENTATIVES

NBC AFFILIATE **UNLIMITED TIME**

WSM
WSM
WSM
SKIN CONDITIONER

A WSM Label on Cosmetics?

Products advertised on WSM — from cold cream to cream shampoo — bear a unique family resemblance. Because all WSM advertised goods carry a special seal of approval — an invisible label that our listeners have learned to use as their buying guide.

If they hear about it on WSM they know it merits their confidence. That's why WSM in this 7½ million market is a powerful sales factor that can move mountains of cosmetics and other products.

WSM

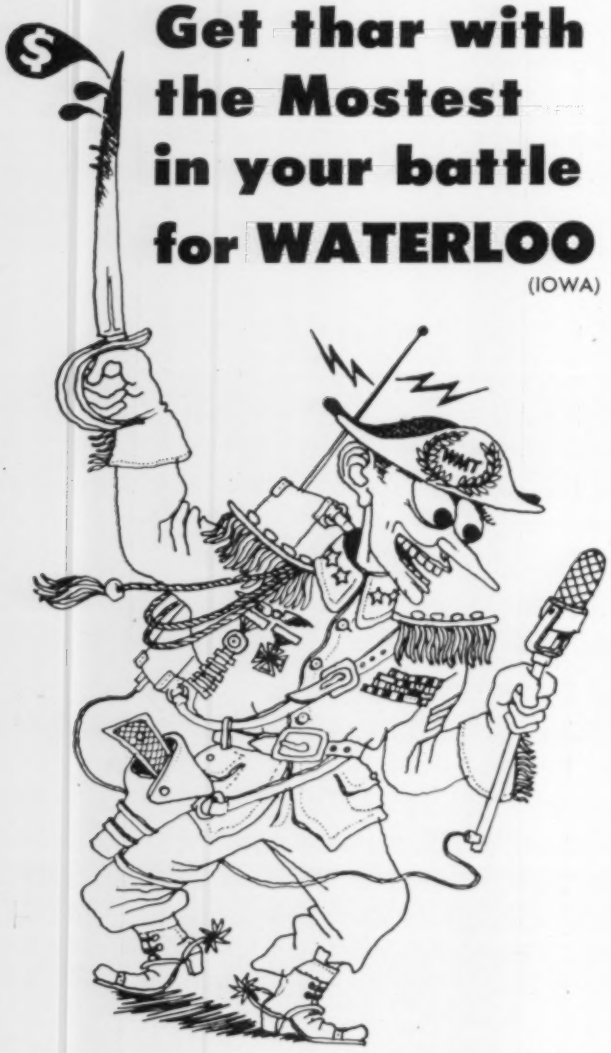
NASHVILLE

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

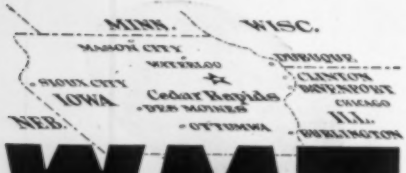
Get thar with the Mostest in your battle for WATERLOO

(IOWA)



It's one of the most important markets in northeast Iowa—where WMT is the No. 1 station. It's a market worth conquering, a prosperous industrial city of 65,000, widely known for farm machinery and meat packing. Waterloo led the nation in percentage of increase (35%) in business volume for '47 over '46, as evidenced by bank debits. And it's the shopping center for the rich surrounding agricultural section.

Conquer Waterloo too with WMT—the big gun in Eastern Iowa radio, the area's only CBS outlet. Ask the Katz man.



WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

New Business

ABELSON's, New Jersey jewelry chain, to begin radio advertising campaign. Prepared by Sawdon Adv., New York, it will include 24 programs and more than 100 spots weekly on WNEW and WOV New York, WPAT Paterson, N. J., and WNJR and WAAT Newark, N. J.

DELAWARE PUNCH Co., San Antonio (soft drink), using spot announcements in San Francisco, Sacramento, Pueblo, Colo., Amarillo, Tex., and Salina, Kan., as test campaign for new household syrup. Agency: Grant Adv., Dallas.

SIXTH ARMY'S recruiting program, which includes spot radio in eight Western states, awarded to Russell, Harris & Wood, San Francisco.

WARD BAKING Co., New York, using participation programs and spots on WHYN Holyoke, Mass., and WMAS and WSPR Springfield, Mass., for new product, Homespun Bread. Campaign will continue through Oct. 9. Agency: J. Walter Thompson Co., New York.

FLEMING-HALL TOBACCO Co. (Sano cigarettes, cigars and pipe tobacco), which appointed Deutsch & Shea Inc., anticipates nationwide local spot radio campaign beginning this fall. Further details not set.

ALEXANDER'S DEPARTMENT STORE, Bronx, N. Y., through William Warren Agency, New York, Sept. 18 starts for 41 weeks simultaneous broadcasts of *Alexander's Quizdom Class* over WJZ and WJZ-TV New York, Sat., 6:30-7 p.m.

ROBERT SIMPSON Co. Ltd., Montreal (chain department store), will test price mention spot announcements in Montreal area during September, when price mentions are permitted for first time in Canada. Success of campaign may see it extended throughout Canada in cities where company has stores. Agency: Assoc. Broadcasting Co., Montreal.

TAYLOR AUTOMOBILE Co., Los Angeles, shifts account to Lockwood-Shackelford Adv., that city. Radio budget of approximately $120,000 is planned for coming year.

REMINGTON RADIO Corp., White Plains, N. Y. (Rembrandt television and FM radio receivers), appoints Rodgers & Brown Adv., New York, to handle its upcoming advertising campaign. Details not set.

FLORENCE LUSTIG, New York woman's fashions specialty store, appoints Bobley Co., New York, to handle advertising campaign. Television will be used. HARRY W. BOBLEY is account executive.

OPEVE LTDA., Rio de Janeiro, appoints McCann-Erickson's office in that city to handle Brazilian advertising of its L. T. Piver Perfumes. Test campaign during final quarter of 1948 will be followed by nationwide radio campaign in 1949.

COCA-COLA BOTTLING Co. of Puerto Rico signs for series of 39 15-minute programs three times weekly on WKAQ San Juan, starring RUTH FERNANDEZ, singing star.

UNITED STATES STEEL EXPORT Co. (institutional) and CARTER PRODUCTS (Carter's Little Liver Pills and Arrid) appoint Sydney office of J. Walter Thompson Co. to handle their advertising in that city.

Network Accounts • • •

R. J. REYNOLDS TOBACCO Co. buys 7:30-8 p.m. time period Sat. on CBS for *Vaughn Monroe Show*, beginning Oct. 2. Program, currently heard Mon., 10:30-11 p.m., will be replaced in that period Oct. 4 by *Bob Hawk Show*, also sponsored by Reynolds, on behalf of Camel Cigarettes [BROADCASTING, Aug. 30]. William Esty & Co., New York, is the agency.

MODGLIN Co., (Perma-Broom), Los Angeles, signs 52-week contract for sponsorship of *Meet the Missus* on 31 CBS Pacific stations Fri., 1:45-2 p.m. (PDT), starting Sept. 24. Agency: W. Earl Bothwell, Los Angeles.

LUTHERAN LAYMAN'S LEAGUE Sept. 26 renews *Lutheran Hour* on MBS, Sun., 12:30-1 p.m. Agency: Gothan Adv., New York.

ARMOUR & Co., Chicago, Sept. 18 starts *Stars Over Hollywood* on CBS.

(*Continued on page 72*)

BROADCASTING

Comparative Network Program Schedule

September 1948

Yeah, but can he lift a sales curve?

(for a much neater trick, see back page of insert)

COMPARATIVE NETWORK PROGRAM-SPONSOR SCHEDULES

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Prud'tl. Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (484)	Catholic Hour S
6:15	Seaman Bros. Mon. Headlines (218) R	"	"	"
6:30	Goodyear Tire & Rubber Co.	Coca-Cola Pause Refreshes (164)	Cudahy Packing Co.	Am. Home Prod. Anacin Star Theatre (126) R
6:45	Greatest Story Ever Told (213)	"	Nick Carter (454)	"
7:00	Personal Autograph	Wrigley Gene Autry (154)	Trimount Clothes Sherlock Holmes	Am. Tobacco Co. Let's Talk Hollywood (161)
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (108)	CPP-Super Suds Blondie (151) R	Mutual Benefit Behind the Front Page (461)	F. W. Fitch Co. Rexall Summer Theatre (158)
7:45	"	"	"	"
8:00	Old Gold Stop The Music (170)	Wildroot Sam Spade (162)	Co-op A. L. Alexander	Standard Brands Show Chorale (150)
8:15	Swerl Products	"	"	"
8:30	Speidel Corp. (169)	Gen. Motors Man Called X (164) R	Carter Products Jimmy Fidler (201)	R F D America S
8:45	Old Gold Cigarettes (168)	"	Twin Views Of The News S	"
9:00	Andrew Jergens Jergens Summer Journal (218)	Winner Take All S	Secret Mission	Sterling Drug Man. M.-Go-R'd (147)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Corp. Theater Guild on The Air (241)	Luden's Strike It Rich (147)	It's A Living	Sterling Drug Alb. Fam. Music (151)
9:45	"	"	"	"
10:00	"	Hollywood Showcase S Mickey Rooney	Voices of Strings S	Eversharp Take It or Leave It (161)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Escape S	Clarys Gazette S	Philip Morris Horace Heidt (160)
10:45	We Care S	10/3 Luden's Strike It Rich	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not In Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	In My Opinion S	"	6:15-6:20 S Music Liebert 6:20-6:30 S
6:30	"	Fred Feibel S	"	Sketches in Melody S
6:45	"	P & G Ivory Thomas (79) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G Beulah (80)	Co-op Fulton Lewis (339)	Liggett & Myers S. Kaye Orch. (161) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (83) R	Dinner Date	Miles Labs. News of World (143)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (157)	Gen. Motors Henry Taylor (464)	Art Van Damme Quintet
7:45	"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside of Sports (106)	Pure Oil Co. Kaltenborn (32)
8:00	Sound Off S	Bromo Seltzer Inner Sanctum (154) R	Falcon S	DuPont & Co Calvacade of America (152)
8:15	"	"	"	"
8:30	Stars In The Night	Lever Godfrey's Talent Scouts (149) R	Casebook of Gregory Hood	Firestone Voice Firestone (140)
8:45	"	"	" *	"
9:00	Tomorrow's Tops	Lever-Lux Lux Radio Theatre (153)	Carter Products Gabriel Heatter (330)	Bell Telephone Telephone Hour (150) R
9:15	"	"	Mutual Newsreel S	"
9:30	Orchestra	"	Quiet Please S	Mars Inc. Dr. I. Q. (131)
9:45	"	"	" *	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever-Swan My Friend Irma (149)	Co-op & Mail Pouch (42) Fish n' Hunting	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin S	"	"	"
10:30	To Be Announced	R. J. Reynolds Vaughn Monroe (159)	Orchestra S	Radio City Playhouse S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not In Service)	Metro. Life Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy
6:15	"	Frontier to Science S	"	6:15-6:20 Music Leibert 6:20-6:30 S
6:30	"	Fred Feibel S	"	Sketches In Melody S
6:45	"	P&G Ivory Thomas (79) R	"	Sun Oil Co. 3-Star Extra (28)
7:00	Co-op Headline Edition (53) *	P & G Beulah (80)	Fulton Lewis, Jr (339)	Liggett & Myers S. Kaye Orch. (161) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (83) R	Orchestra S	Miles Labs. News of World (132)
7:30	T B A	Campbell Soup Club 15 (157)	News	The Smoothies
7:45	"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (27)
8:00	Youth Asks the Government S	Sterling Drug Mystery Theater (149)	Mysterious Traveler S	Philip Morris Mel Torme (142) R
8:15	Chr. Sc. Mon. Views the News * R	"	"	"
8:30	Co-op Town Meeting (56)	C P P Tooth Pwdr. Mr. Mrs. North (151) R	Official Detective (139) S	Lewis Howe Co. Carmen Cavallero (150)
8:45	"	"	" *	"
9:00	"	Gulf Oil We the People (119)	Serutan Co. Gabriel Heatter (218)	Jane Pickens Show S
9:15		"	Mutual Newsreel S	"
9:30	Chamber Music	DeSoto Plymouth Hit the Jackpot (164)	The Lone Wolf	Lever Bros. Call The Police (152)
9:45	"	"	" *	"
10:00	"	Roof Tops Of The City S	Robt. Kilgore S	Lever Bros. Bob Hope (130)
10:15	"	"	"	"
10:30	What Do People Think (NAM)	T B A	Orchestra S	Brown & W'mson People Are Funny (160)
10:45	Summer Serenade (A. F. of L.)	"	"	"

WED

	ABC
6:00 P.M.	(Not In Service)
6:15	"
6:30	"
6:45	"
7:00	Co-op Headline Edition (53) *
7:15	Co-op Elmer Davis (46)
7:30	General Mills Lone Ranger (175)
7:45	"
8:00	Xavier Cugat's Orchestra
8:15	"
8:30	On Stage America
8:45	"
9:00	Abbott & Costello Co-op
9:15	
9:30	Go For The House S
9:45	"
10:00	Texaco Texaco Star Theatre (234)
10:15	
10:30	On Trial
10:45	"

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Tone Tapestries S	World News W. W. Chaplin Co-op
9:15	"	E. Power Biggs S	"	Story to Order S
9:30	"	"	Mutual Chamber Music Ensemble S	Cameos of Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (265)	Highlights Of The Bible
10:15	"	Ballard & Ballard Renfro Valley (29)	"	"
10:30	Southernaires S	"	Voice of Prophecy (265)	West'n Auto Circle Arrow (57)
10:45	"	Church of Air S	"	Voices Down the Wind 10:30-11:00 S
11:00	Fine Arts Quartet S	Howard K. Smith S *	Christian Ref. Ch. Back To God (248)	Words & Music S
11:15	"	Newsmakers S	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	Texas Jim S	Invitation to Learning S	Alan Lomax Ballad Man	Olmsted & Co. S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W Maier (335)	Eternal Light S
12:45	"	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	T B A	Piedmont Shirt Wm. L. Shirer	America United S
1:15	Editor At Home S	"	Doubleday John B Kennedy	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Gen'l Mills Inc. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Ozark Valley Folks S	"
9:30	"	"	"	Clevelandaires S
9:45	Phico Corp. Breakfast Club (242)	"	"	Nelson Olmsted S
10:00	Libby, McNeill My True Story (196) R	Music You Know S	Co-op Cecil Brown (40)	Fred Waring Show (162) *
10:15	"	"	Faith Our Time S	"
10:30	Gen. Mills Betty Crocker (181) R	Gold Seal Arthur Godfrey (166) R	Say With Music Willard's Orch. S	P & G Road of Life (154)
10:45	Curtis Co. Listening Post (202) R	Nati Biscuit Arthur Godfrey (166) R	"	P & G Joyce Jordan (152)
11:00	Pillsbury Mills Breakfast In Hollywood (220)	Liggett & Myers Arthur Godfrey (161)	Co-op Passing Parade Nesbitt S	Toni Co. This Is N. Drake (156)
11:15	P&G Break. Hollyw'd (234)	"	Tell Your Neighbor (61) S	Manhattan Soap We Love and Learn (157)
11:30	West. Elec. Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Phil Morris Hearts Desire (223)	Prud'tl Ins. Jack Berch (139)
11:45	Kiernan's Corner	P & G Rosemary (64)	"	B. T. Babbit Lora Lawton (97)
12:00 N	P&G Welcome Trav. (183)	Gen Foods Wendy Warren (146)	Kate Smith Speaks, Co-op (190)	"
12:15 PM	"	Lever Bros. Aunt Jenny (59)	Serutan Victor Lindlahr	To Be Announced
12:30	Out Of Service	Whitehall Helen Trent (78)	U. S. Service Bands S	Words & Music S
12:45	"	Whitehall Our Gal Sunday (80)	" *	"
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster (126)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perk'ns (81)	Harold Turner Organ'st S	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Story Shop S
9:15	"	Ballard & Ballard Renfro Valley (28)	"	"
9:30	"	"	News R. Hurleigh S	Mind Your Manners S
9:45	"	Garden Gate S	Practical Gardener	"
10:00	This Is For You	Red Barber S	Ozark Valley Folks S	Frank Merriwell S
10:15	"	"	"	"
10:30	Johnny Thompson	Pet Milk Mary Taylor (139) R	Bill Harrington Sings S	Swift & Co. A. Andrews (161) R
10:45	Saturday Strings	"	Miscellaneous	"
11:00	Abbott & Costello Kid Show S *	Cream of Wheat Let's Pretend (150) *	T B A	Swift Meet the Meeks (161)
11:15	"	"	"	"
11:30	Seeman Bros. Tomorrow's Headlines (126)	Lever Bros. Junior Miss (164)	Teen Timers, Inc. Teen Timers Club (114)	Brown Shoe Smilin' Ed McConnell (156)
11:45	Seeman Bros. The Buddy Weed Show (11) *	"	"	"
12:00 N	Junior Junction S	Armstrong Cork Theatre of Today (161)	Campus Capers S	Barrault Wash. News S
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer (88) S	Bowey's Stars Hollywood (53)	Miscellaneous S	Coffee In Washington S
12:45	"	" 9/18 Pillsbury	Week In Washington	"
1:00	Luncheon with Maggi & Herb S	Pillsbury Grand Cen. Sta. (130)	Dance Orch. S	Allis-Chalmers Nat. Farm & Home Hour (163)
1:15	"	" 9/18 Borden County Fair	"	"

SAT

	ABC
1:30	Sunday Vespers S
1:45	"
2:00	Around the World (150)
2:15	"
2:30	Co-op Mr. Presi
2:45	"
3:00	Frankhauser Harrison (78)
3:15	Almas S
3:30	Dance
3:45	"
4:00	Tucker Speak Americ
4:15	Think Allied S
4:30	Milton Opera
4:45	"
5:00	"
5:15	"
5:30	Universal Car Counter (20)
5:45	"

FOR SEPTEMBER 1948

TUESDAY

MBS	NBC
Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music Liebert 6:20-6:30 S
"	Sketches in Melody S
"	Sun Oil Co. 3-Star Extra (32)
Fulton Lewis, Jr. (335)	Liggett & Myers S. Kaye Orch. (161) R
Orch. S	Miles Labs. News of World (143)
News S	Adrian Rollini Trio
Bayuk Cigars Inside Sports (106)	Pure Oil Co. Kaltenborn (34)
Special Agent S	National Minstrels S
"	"
High Adventure	Kraft Foods Co Gt. Gildersleeve (148)
" *	"
Carter Products Gabriel Heatter (330)	Bristol Myers Tex & Jinx (159)
Mutual Newsreel S	"
Hollywood Story S	Bristol-Myers Dist. Attorney (140)
" *	"
Opinion - Aire S	Am. Cig. & Cig. The Big Story (162)
"	"
Lionel Hampton Show S	Pabst Beer The Thin Man (Until 9/22)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S Radcliffe Hall Clem McCarthy 6:15-6:20 S Music Liebert 6:20-6:30 S
"	Men & Books S	"	Sketches in Melody S
"	An American Abroad S	"	Sun Oil Co. 3-Star Extra (33)
"	P&G Ivory Thomas (79) R	"	Liggett & Myers S. Kaye Orch (162) R
Co-op Headline Edition (53) *	P & G Beulah (80)	Fulton Lewis, Jr. (339)	Miles Labs. News of World (132)
Co-op Elmer Davis (46)	P & G Jack Smith (83) R	Orch. S	Art Van Damme Quintet
Music By Maupin	Campbell Soup Club 15 (157)	News S	Pure Oil Co. Kaltenborn (27)
"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Armed Services Review
The Front Page S	P & G FBI In Peace and War (148) R	Talent Jackpot	"
"	"	"	"
T B A	Whitehall Mr. Keen (146) R	Volupte Better Half	General Foods New Faces (145) R
" *	"	"	"
Child's World	Auto-Lite Suspense (161)	Serutan Co. Gabriel Heatter (218)	Kraft Foods Co. Music Hall (144)
"	"	Mutual Newsreel S	"
Candid Microphone S	Toni Co. Crime Photog. (163)	Revere Camera All-Star Revue (47)	Seattest Village Store (93)
"	"	"	* Falstaff
Arab.-Am Oil Co. Hope of Peace (254)	Hallmark Playhouse (159)	The Family Theatre S	R. J. Reynolds Bob Hawk Show (161)
T B A	"	"	"
"	Doorway to Life	Dance Orchestra S	General Electric Fred Waring (160)
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Music—Liebert 6:20-6:30 S
"	UN Politics S	"	Sketches in Melody S
"	Aven's du Montfred S	"	Sun Oil Co. 3-Star Extra (33)
"	P&G Ivory Thomas (79) R	"	Liggett & Myers S. Kaye Orch (162) R
Co-op Headline Edition (53) *	P & G Beulah (82)	Fulton Lewis, Jr. (331)	Miles Labs. News of World (143)
Co-op Elmer Davis (46)	P & G Jack Smith (83) R	Orchestra	Music For Tonight
General Mills Lone Ranger (175)	Campbell Soup Club 15 (157)	Gen. Motors Hearn Taylor (464)	Pure Oil Co. Kaltenborn (33)
"	Campbell Soup Ed. R. Murrow (155)	Bayuk Cigars Inside Sports (106)	Cities Service Co. Hiways in Melody (82)
Norwich Phar. Fat Man (136) R	GF-Jello Mr. Ace & Jane (152) R	There's Always A Woman	"
"	"	"	"
Equitable Life This Is Your FBI (221) R	GF-Sanka Sweeney & March (150) R	Leave it to the Girls	R J Reynolds Co Jimmy Durante Show (163)
"	"	" *	"
Bristol-Myers Break the Bank (183) R	My Favorite Husband S	Noxema Co Gabriel Heatter (181)	Pabst Sales Co Eddie Cantor St 1...1 (149)
"	" 10/8 Ford	Mutual Newsreel S	"
Pacific C. Borax The Sheriff (191)	Int. Silver Silver Summer Review (152)	Col. Stoopnagle Quiz Academy S	P & G Red Skelton (143)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette Safety Razor Co.	10/8 Ford Philip Morris Everybody Wins Phil Baker (149)	Co-op Meet the Press (46)	P & G Life of Riley (136)
Cavalcade of Sports (254)	"	"	"
"	Coca-Cola Dick Jurgens (161)	U. S. Air Forces Tex Beneke	Colg.-Palm.-Peet Sports Newsreel (70)
"	"	"	T B A

SATURDAY

ABC	CBS	MBS	NBC	
Ernie Felice Quartet S	News S Bancroft	Orchestra	News Summary S	6:00 P.M.
Profits Of Prayer	Memo From UN	"	Art of Living	6:15
Harry Wismer	Cathird Seat S	"	NBC Symphony S	6:30
Communism & One World S	News S Larry Lesueur	"	"	6:45
Treasury Band	T B A	Hawaii Calls S	"	7:00
"	"	"	"	7:15
T B A	Pet Milk Sat. Nite Ser. (78) R	T B A	Mars Inc. Curtain Time (130)	7:30
"	"	Mel Allen U. S. Army	"	7:45
Johnny Fletcher	Sing It Again S	Ronson Metal 20 Questions (256)	T B A	8:00
"	"	"	"	8:15
The Amazing Mr. Malone	"	Stop Me S	P & G Truth or Consequences (141)	8:30
"	"	"	"	8:45
P&G - Co-op Gang Busters (62)	Morey Amsterdam Show Co-op	Three For The Money	Am. Tobacco Co. Your Hit Parade (160)	9:00
" *	"	"	"	9:15
General Electric "What's My Name?" (164)	It Pays To Be Ignorant Co-op	"	Colg.-Palm.-Peet Can You Top This (143)	9:30
"	"	"	"	9:45
Paul F. Beich Co. Whiz Quiz (34)	Let's Dance America S	Chicago Theatre of the Air S	Colgate-Palmolive-Peet Dennis Day (143)	10:00
"	"	"	"	10:15
Hayloft Hoedown (107) S	"	"	R. J. Reynolds Grand Ole Opry (158)	10:30
"	"	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC
Sunday Vespers S		Music	Univ. of Chic. Rd. Table S
"		"	"
Around the World (150)	There S	Air Force Show S	First Piano Quartet
"		"	"
Ca-s Mr. Presid...	Harsch S	Co-op Bill Cunningham (210)	RCA Victor Show (162) Moves 9/26
"	Roger S	Veteran Wants to Know S	"
Fruehauf Trailer Harrison ... (75)	Philharmonic S 19	H C Cole Milling Ernie Lee Show	T B A
Almanac S		"	"
Dance Time		Life Begins At 80	Stand. Brands 1 Man's Fam. (150)
"		"	"
Tucker Speak... America ...		General Foods House Mystery (464)	Miles Lab Quiz Kids (148)
Think Alloud S		"	"
Milton Cross Opera H...	Mine	Wilmsn Candy True Detective (480)	Pillsbury Mills Bob Trout (62)
"		"	Swing - 1948 S
"	ce ra	Under Arrest	Author Meets Critic S
"		"	"
Universal Civ... Counter ... (25)	dy Chase	Helbros Watch Quick As A Flash (411)	RCA Victory Show St 9/26 (162)
"		"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (81)	Bill Harrington Sings	Robt McCormick Co-op S
"	P & G Guiding Light (85)	Ralston Purina Cbd. Jamboree (167)	T B A
Co-op Walt. Kieran (47)	Gen. Foods 2nd Mrs. Burton (66)	Ph. Morris (275) Miles Lab (487) Int Milling (134) Queen For Day	Campbell Soup Double or Nothing (131)
Co-op Ethel & Albert (42)	P & G Perry Mason (102)	"	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (151)	Golden Hope Chest	Gen. Mills Today's Children (140)
"	Manhattan Evelyn Winters (163)	"	Gen. Mills Light of World (61)
Quaker Oats Ladies be Seated (205) R	Babbitt David Harum (55)	Red Benson Movie Show	P & G Life-Beautiful (145)
Toni Co. Ladies be Seated (202) R	Hilltop House S	"	P & G Ma Perkins (146)
Second Honeymoon	Gen. Elec Houseparty (162)	Woody & Virginia	P & G Pepper Young (151)
"	" *	Misc. Programs	P & G RightToHappiness (150)
For The Luvva Mike	Armour & Co. Hint Hunt (158) R	Robert Hurleigh S	Sterling Drug Backstage Wife (145)
"	" *	Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (145)
Treasury Show S	Winner Take All Co-op	Misc. Programs S	Sterling Drug Lorenzo Jones (145)
"	"	Two-ton Baker S	Sterling Drug V. Widder Brown (144)
Quaker Oats Co. Challenge of the Yukon (236)	Treasury Bandstands S	Mert's Record Session S	Gen. F'ds When Girl Mar's (77)
"	"	E. J. Brach Co. Superman (12)	Gen. F'ds Portia Faces Life (89)
General Mills Jack Armstrong (192)	Chicagoans S	Adventure Parade	Whitehall Just Plain Bill (58)
Derby Foods Sky King * (192)	Miles Lab. Lum 'n Abner (127) R	Ralston-Purina Tom Mix (482)	Whitehall Front Page Fa'l (58)

SATURDAY

ABC	CBS	MBS	NBC
Speaking of Songs S	Toni Co Give and Take (160)	Dance Orchestra	Ed. Tomlinson News
"	"	"	Report Europe S
Fascinating Rhythm S	Dance Orchestra S	Time for Melody	Vincent Lopo & Orchestra S
"	"	"	"
Hitching Post S	Columbia Country Journal S	Bands or Bonus	Salute to Veterans S
"	"	"	"
Piano Playhouse S	Report From Overseas S	Magic Rhythm S	Nature Sketches S
"	Adv in Science S	"	Art Van Damme Quintet S
ABC Symphony S	Cross Section USA S	Sports Parade	Greg McCritchie Orchestra S
"	"	"	"
"	Dave Stephens' Orchestra S	Horse Races	Musicana S
"	Horse Racing S	Charles Slocum	"
T B A	Treasury Bandstands S	Paul'no Alpert	"
Spotlight On Sports	"	First Church Christ Scientist (103)	"
Horse Race	Dance Orchestra S	U. S. Tobacco Take A Number (480)	S. C. Johnson Dizzy Dean Sport Show (163)
T B A	"	"	J. Morrell & Co Lassie Show (163)
Melodies To Remember	Make Way For Youth S	Shotwell Mfg. True or Fals... (482)	T B A
RR Trainman Dorothy Fuldheim (98)			

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S INDICATES SUSTAINING. R RE-BROADCAST ON WEST COAST. TBA TO BE ANNOUNCED.

ABC

9-9 PM Sun., Stop the Music; Smith Brothers takes over first quarter-hour Oct. 3 and Revlon, Inc. begins sponsorship of second segment Sept. 19.

11:45-12 noon Sat., The Buddy Weed Show sponsored by Seeman Brothers for White Rose Products; over 11 stations and offered co-op to rest of network.

6:15 PM Tues., Christian Science Monitor from 3/15-9/48 PM Tues. spot, effective Sept. 14.

9:05-10:00 PM Tues., Chamber Music, effective Sept. 14.

8 PM until completion Sat., Sept. 18 football games.

6:45-7:00 PM Mon.-Wed.-Fri., Quaker Oats sponsors Challenge of the Yukon; 5-5:15 PM Tues.-Thurs., Grove Barnet sustaining.

8:30-9 PM, General Mills sponsors Jack Armstrong and Derby Foods sponsors Sky King Mon.-Fri., rotating programs on alternate weeks. One week Jack Armstrong is heard Mon.-Wed.-Fri., following week Tues.-Thurs.; same for Sky King.

CBS

11:00-11:05 AM Sat.-Sun., Curtiss sponsors W. Sweeney News, (1501 stations.

5:45-6 PM Bruce & Vane tie-up.

1:30-4:30 PM News.

MBS

8:45-9 PM Monday through Friday E. R. Squibb sponsor Billy Rose.

9:45-10 PM Monday-Friday, Johns-Manville sponsors Bill Henry, news.

12:00-1 PM Mondays only, misc. programs with Bill Harrington.

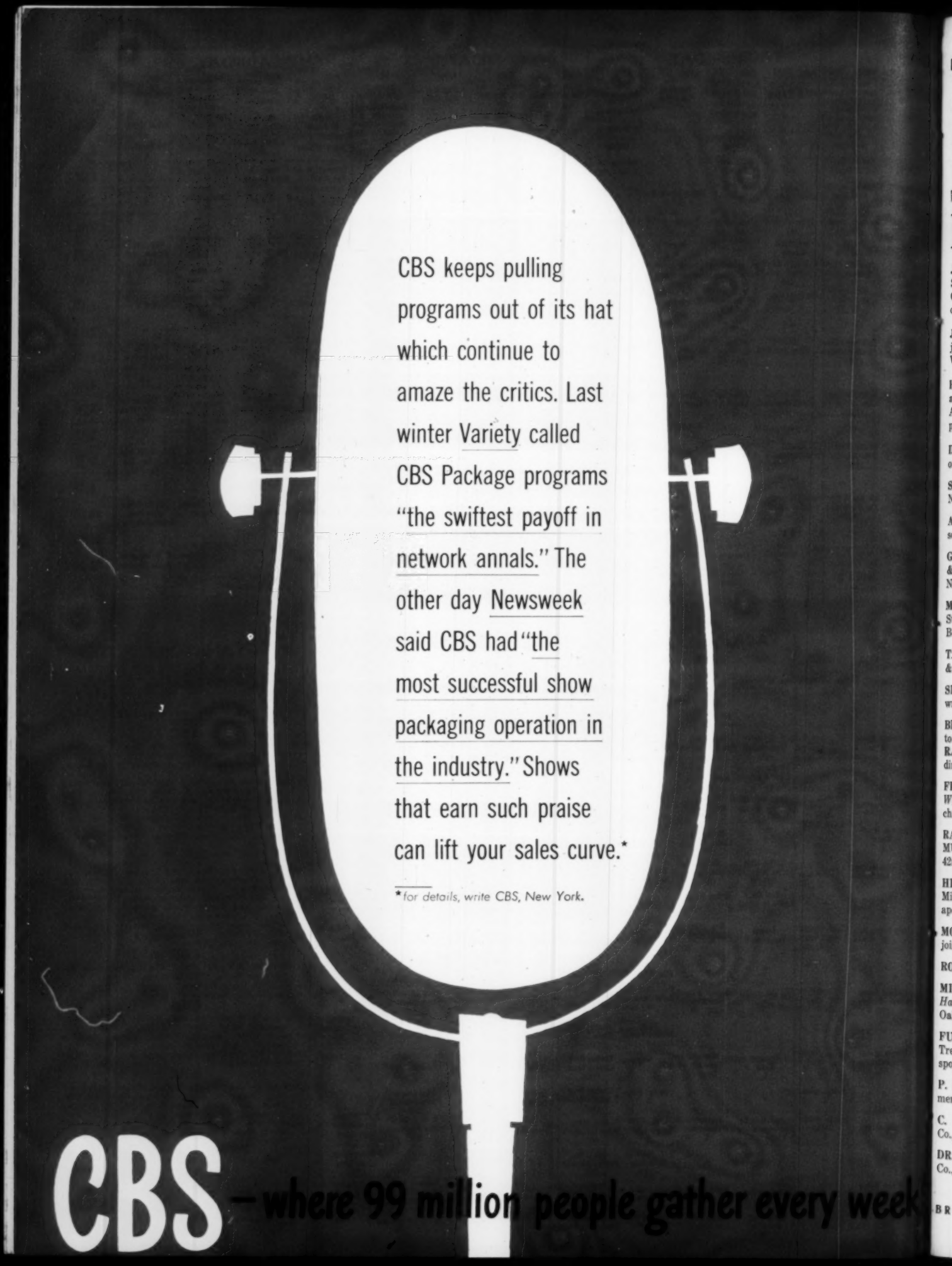
NBC

10:00-10:30 AM Fred Waring Show sponsored Mon. Wed. by S. C. Johnson & Son, Tue. Thurs. by Amer. Meat Institute, & Fri. by Minnesota Valley Canning Co.

9:30-10 PM Thursday, Falstaff Brewing sponsors Music from the Heart of America on 58 stations.

12:30-11:30 PM Tuesday, Thursday and Saturday, Coca Cola (142)—Morton Downey.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING


CBS keeps pulling programs out of its hat which continue to amaze the critics. Last winter Variety called CBS Package programs "the swiftest payoff in network annals." The other day Newsweek said CBS had "the most successful show packaging operation in the industry." Shows that earn such praise can lift your sales curve.*
*for details, write CBS, New York.
CBS — where 99 million people gather every week

Agencies

FORD SIBLEY, former vice president of Foote, Cone & Belding, Los Angeles, appointed manager of agency's San Francisco office, succeeding L. G. MOSELEY, resigned to join Biow Co., San Francisco.

J. EDWIN CHAPMAN, former advertising director of Carson, Pirie, Scott and Co., Chicago, elected a vice president of Earle Ludgin Agency, Chicago. He has been with Ludgin since 1944, when he started as account executive.

JOSEPH R. COOLIDGE, formerly with United-Carr Fastener Corp., joins Van Diver & Carlyle Inc., New York, as assistant to WAYNE WIRTH, vice president and director of television.

PETER HURST, partner in Harrington, Whitney & Hurst, San Francisco and Los Angeles, resigns to become advertising director of National Assn. of Transportation Adv., New York. Agency will continue under present name.

DIANA STARK, formerly in CBS education department, named head of television coordination at William Lawrence Sloan Adv., New York.

SCOTT FORBES, formerly with Paris & Peart and Kenyon & Eckhardt, New York, joins copy department of Maxon Inc., New York.

ALBERTO PILLADO, formerly in foreign department of McCann-Erickson, rejoins agency as radio director of San Juan office.

GENEVIEVE SCHUBERT, formerly in media department of Badger & Browning & Hersey Inc., joins media department of Ted Bates Inc., New York, as timebuyer.

MANN-ELLIS Inc., general advertising agency, formed at 33 W. 42nd St., New York, by KURT J. MANN, former vice president of Ellis Adv. Both radio and television accounts will be handled.

T. F. BRENNAN elected vice president and copy director of Ruthrauff & Ryan, New York.

SHERWOOD KING joins Abbott Kimball Co., Los Angeles, as copywriter.

BILL BYLES, radio director of Spitzer & Mills Ltd., resigned Sept. 1, to become supervisor of radio for Young & Rubicam Ltd., Toronto. RALPH HART, assistant to Mr. Byles for some years, named to radio directorship.

FRANCIS X. TIMMONS, former assistant promotion manager of *Washington Post*, joins Courtland D. Ferguson Inc., Washington, as chief copy writer. EUGENE M. KRESAN appointed production manager.

RAY-HIRSCH Co., New York, moves to 37 W. 57th St. Telephone: MUrray Hill 8-3515. Research department continues at old location, 7 E. 42nd St.

HERBERT F. LEHMAN, formerly with Bruce B. Brewer & Co. Adv., Minneapolis, and recently advertising manager of Nutrena Mills, Minneapolis, rejoins Brewer & Co., as account executive.

MOUNCEY FERGUSON, formerly with Kudner Agency, New York, joins creative staff of Griswold-Eshleman Co., Cleveland, Ohio.

ROBERT L. HAIL joins Ted Levy Adv., Denver, as account executive.

MILTON PAUL FIGEROID, formerly with advertising department of *Hayward Daily Review*, appointed production manager of Ad Fried Adv., Oakland, Calif.

FULTON ARNOLD, sportscaster and former account executive at WTTM Trenton, N. J., opens advertising agency in Trenton. He will continue sports program on WTTM.

P. B. HILLMAN, formerly of *San Francisco News* advertising department, joins Elliott, Daly & Schnitzer, San Francisco.

C. LEONARD JOHNSON, formerly with Employers Group Insurance Co., appointed comptroller of Morris F. Swaney Adv., Chicago.

DR. VERGIL REED, associate director of research, J. Walter Thompson Co., New York, named to serve on U. S. Secretary of Commerce's Travel

(*Continued on page 84*)

Oklahoma City's Only 50,000 Watt Station

KOMA

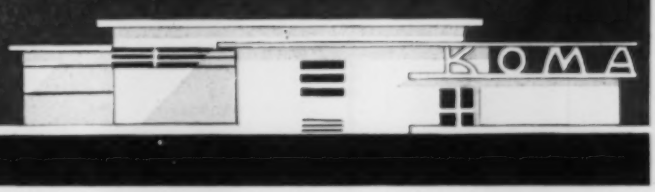
Outlet for The Columbia Broadcasting System

FOR the 5th consecutive year, KOMA has been selected to broadcast the football games of the University of Oklahoma. This year's *repeat* sponsor, the Anderson-Prichard Oil Corporation, buys this service on KOMA because of a *complete* coverage job plus expert handling.

Let us, or an Avery-Knodel representative tell you of some truly remarkable success stories that have radio-rated from KOMA!

J. J. Bernard,
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



Advertising PAYS in this Market

WEST

EASTON, PA.
Established 1936

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

Feature of the Week

Mr. Ackerman with one of the trucks bearing his slogan.

THE SAYINGS of radio people are often repeated, but seldom so widely as the slogan used by Paul Ackerman on WING Dayton, Ohio.

Mr. Ackerman, who has been head of the Dayton Automobile Club for the past 25 years, has been featured since 1940 on the *Road Reporter* program three times a week on WING. The show includes traffic safety announcements and reports on road conditions throughout Dayton and Montgomery County.

Since his first broadcast, Mr. Ackerman has closed the program each time with his personal advice, "Keep Yourself Under Control and Your Car Will Be Under Control."

This saying has become well known in the Dayton area, the station reports, and has been adopted by various industries throughout the area. One of the most recent adopters has been the Ohio Box and Lumber Co.

The slogan has been painted on the back of a number of the company's trucks which cover the 48 states.

Road Reporter is sponsored by T. D. and P. A. Peffley Inc., local automobile dealer.

On All Accounts

GEORGE M. BURBACH Jr. is a man who has to make certain he places the "Jr." after his name, as he is the son of George M. Burbach, general manager of KSD and KSD-TV St. Louis. Like his father, George Jr. has been in radio a long time, and is now assistant to the vice president and radio director of Federal Advertising Agency, New York. He started in the industry in 1932, when he made radio surveys.

George Jr. was on the editorial staff which produced the first BROADCASTING Yearbook in 1934. At the completion of the assignment he joined NBC New York in the sales department where he remained for eight years.

In 1942 he became assistant sales service manager of Mutual, working out of New York. McCann-Erickson learned of his talents in this line and in 1945 hired him as business manager of its radio department. There he handled radio business for such clients as Westinghouse, International Harvester, Emerson Drug, Gruen Watch and National Biscuit Co.

In his present position with Federal he helps formulate the radio and television activities of American Safety Razor Co., Lever Bros. (Breeze), Trommers Beer, Durkee Foods, Gerber Products, Harriet Hubbard Ayer and others.

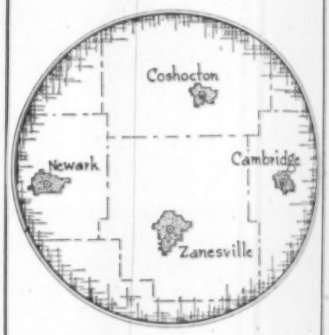
GEORGE

George Jr. is keeping an alert watch on television for Federal — principally, perhaps, because he has studied the medium thoroughly, and inadvertently because he has had a TV set of his own for some time, and his personal interest is keen. He says his ardor for radio is waning a trifle. His interest in viewing television

(*Continued on page 71*)

WHIZ
ZANESVILLE, OHIO

A NEW MAJOR MARKET WITH 123,400 URBAN POPULATION



FOUR CITIES in the WHIZ primary area (all within 25 air miles of Zanesville) have *123,400 Total Urban Population.*

City	*Population*
Zanesville	44,500
Newark	41,400
Cambridge	21,900
Coshocton	15,600

Total Urban Population 123,400

ZANESVILLE is the *Ninth Largest Trading Area* in the State of Ohio with a total population of 272,000 and retail sales in excess of $182,000,000.

AND WHIZ dominates in this rich industrial-agricultural trading area with a *60-percent* share of audience. (Conlan—November, 1947)

NBC AFFILIATE

WHIZ

John E. Pearson Co.

"THE PAYROLL'S GITTIN BIGGER, SUSIE!"

THROUGHOUT North Dakota, farming is BIG BUSINESS. 81.4% of North Dakota farms have tractors (against 34.2% for U. S.)—85.5% have automobiles (against 62.0% for U. S.)—average farm-products value is $5663 (against $3148 for U. S.). *And Red River Valley farmers are definitely more prosperous than North Dakota farmers as a whole!*

In the Red River Valley, *everybody* listens to WDAY. This shows up in our Fargo Hooperatings (send for them!)—also in our mail-pull. On *one* local program recently, for instance, we offered a photo of the cast. 15,000 requests came in. Write us—or phone Free & Peters—*or ask your local representative!*

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives ● NBC ● 970 KILOCYCLES ● 5000 WATTS

Telestatus

(REPORT 23)

AUG. 1-7 BUSINESS

PUSHING ahead with no sign of a summer slump, American television the first week in August (Aug. 1-7) chalked up a total of 262 hours and 37 minutes of commercial time, sponsored by 331 advertisers on 30 stations in 19 markets, according to the latest Rorabaugh Report on Television Advertising.

Third in a monthly series of surveys of video's commercial progress made by the Rorabaugh organization, the August report is the first to present a complete picture of commercial television. It is based on reports from the four TV networks and from 32 individual video stations, comprising all which were in commercial operation at that time.

Of the stations reporting, WJZ-TV New York did not officially begin operations until Aug. 10 and so had no business to report on during the first week of the month; WATV Newark had cancelled its commercial schedule pending technical adjustments to improve its New York City coverage, and WNAC-TV Boston was operating on an "informal schedule," accepting network programs but not yet selling local time.

TABLE III

Video Service Analysis (Commercial Telecasts, Aug. 1-7)

Program Type	Studio Live* Hrs-Min	Studio Film* (or slide) Hrs-Min	Studio (Live &/or Film)* Hrs-Min	All Remotes (Live &/or Film) Hrs-Min	Total By Prog-Class Hrs-Min	Percent
Audience Participation	5:10	:40	—	:30	6:20	2.4
Childrens	7:45	—	—	—	7:45	3.0
Commentary	—	—	—	—	—	—
Discussion	3:30	—	—	—	3:30	1.3
Drama	3:30	11:50	1:30	—	16:50	6.4
Education	3:00	1:29	:30	—	4:59	1.9
Musical	3:55	—	:57	—	4:52	1.9
News	:45	19:46	3:05	—	23:36	9.0
Quiz	4:35	—	:30	—	5:05	1.9
Sports	2:30	7:—	:50	134:50	145:10	55.3
Special Events (other than sports)	—	—	—	—	—	—
Variety	22:10	:50	5:25	1:00	29:25	11.2
Weather Reports	:13	:28	:03	—	:44	.3
Time Signals	—	1:50	:16	—	2:06	.8
Other Announcements	:37½	7:35½	1:57	:10	10:20	3.9
Miscellaneous	1:40	:15	—	—	1:55	.7
Total Hrs-Minutes by Service Category	59:20½	51:43½	15:03	136:30	262:37	100. %

*Including network programs.

TABLE I

TV Advertisers During Week of August 1-7 by Industry Classes

	Network	Spot	Local	Total
1. Agricultural & Farming	—	—	—	—
2. Apparel, footwear & accessories	—	7	17	24
3. Automotive, automotive accessories & equipment	2	2	41	45
4. Aviation, aviation accessories & equipment	—	—	—	—
5. Beer, wine & liquor	—	30	—	30
6. Building materials, equipment & fixtures	—	7	—	7
7. Confectionery & soft drinks	—	10	—	10
8. Consumer services	—	—	17	17
9. Drugs & remedies	—	2	3	5
10. Entertainment & Amusements	—	2	4	6
11. Food & food products	4	15	9	28
12. Gasoline, lubricants & other fuels	2	5	—	7
13. Horticulture	—	—	1	1
14. Household equipment & supplies	1	6	10	17
15. Household furnishings	—	1	7	8
16. Industrial materials	—	—	2	2
17. Insurance	—	1	1	2
18. Jewelry, optical goods & cameras	—	5	8	13
19. Office equipment, stationary & writing supplies	—	1	3	4
20. Publishing & Media	2	3	2	7
21. Radios, phonographs, musical instruments & accessories	3	9	42	54
22. Retail stores & shops	—	—	14	14
23. Smoking materials	1	5	—	6
24. Soaps, cleansers & polishes	—	2	3	5
25. Sporting goods & toys	—	1	1	2
26. Toiletries	3	4	—	7
27. Transportation, travel & resorts	—	1	3	4
28. Miscellaneous	—	3	9	12
TOTAL	18	122	197	337*

* Six more than the actual total, as six of the 18 network advertisers are also included among the 122 spot users.

* * *

TABLE II

Markets and Types of Accounts, August 1-7

Market & Stations	Network Accounts	Spot Accounts	Local-Retail Accounts	Total Accounts	New Accounts
Baltimore (2) WBAL-TV, WMAR-TV	19	15	28	62	7
Boston (2) WBZ-TV, WNAC-TV	11	8	4	23	3
Buffalo (1) WBEN-TV	2	7	6	15	3
Chicago (2) WBKB, WGN-TV	—	28	12	40	7
Cincinnati (1) WLWT	3	12	2	17	2
Cleveland (1) WEWS	—	10	3	13	4
Detroit (1) WWJ-TV	3	11	6	20	1
Los Angeles (2) KTLA, KTSL	—	21	20	41	6
Milwaukee (1) WTMJ-TV	3	7	10	20	3
Minneapolis (1) KSTP-TV	2	3	2	7	1
New Haven (1) WNHC-TV	4	3	6	13	3
New York (6) WABD, WATV, WCBS-TV, WJZ-TV, WNBT, WPIX	21	38	6	65	8
Philadelphia (3) WCAU-TV, WFIL-TV, WPTZ	19	32	35	86	7
Richmond (1) WTVR	14	4	2	20	3
*Salt Lake City (1) KDYL-TV	1	4	4	9	—
Schenectady (1) WRGB-TV	14	5	2	21	2
*St. Louis (1) KSD-TV	3	8	6	17	—
*Toledo (1) WSPD-TV	2	5	21	28	—
Washington (3) WMAL-TV, WNBW, WTTG	21	17	22	60	5
Totals	142	238	197	577	65

*These markets were not represented in the July Rorabaugh Report.

TABLE IV

Rank of Video Programs (Commercial) By Broadcast Hours

	Week Aug. 1-7	Week June 6-12
Audience Participation	7	10
Childrens	6	7
Commentary	—	11
Discussion	11	9
Drama	4	4
Education	9	5
Musical	10	12
News	3	2
Quiz	8	8
Sports	1	1
Special Events	—	13
Variety	2	3
All Announcements	5	6

* * *

TABLE V

Video Air Time Week of August 1-7 (Commercial)

	Hrs-Min	%
Programs	249:27	95
Announcement	13:10	5
Total	262:37	100

* * *

TABLE VI

Breakdown of TV Advertisers by Sponsorship of Programs or Announcements (Aug. 1-7

Type of Advertiser	Number Sponsoring Programs	Number Sponsoring Announcements	Total
Network	18	—	18
Spot	57	66	123
Local	71	133	204
Total	146	199	345

*Slightly more than actual number of advertisers as some sponsor both programs and announcements.

Totaled 65 video sponsors during the first week of August. Baltimore ranked third with 62 accounts and Washington fourth with 60. Washington and New York were tied for leadership in the network column, with 21 network commercial programs apiece. New York led in the spot field with 38 accounts, but could show only six local TV advertisers, far behind the 35 local accounts on Philadelphia's three video stations (Full breakdown in Table II).

Report shows that during the week TV advertisers included 18 sponsors of 21 network programs; 122 spot video advertisers, six of them also in the network list (Allen B. DuMont Labs, General Electric Co., General Foods Corp., Gillette Safety Razor Co., Motorola Inc. and Pioneer Scientific Corp.), and 197 local users of video advertising.

Breakdown by industry classifications reveals advertising of radio and video sets at the top, with 54 TV sponsors, chiefly local dealers in TV receivers. Automotive advertisers come second, totaling 45, mainly local dealers in new and used cars. Beer advertising ranks third, with 30 brewers using TV time on one or more stations (See Table I for complete industry breakdown).

Geographically, Philadelphia maintained its top position for the third consecutive month with 86 active accounts, well ahead of second-place New York, which totaled 65 video sponsors during the first week of August. Baltimore ranked third with 62 accounts and Washington fourth with 60. Washington and New York were tied for leadership in the network column, with 21 network commercial programs apiece. New York led in the spot field with 38 accounts, but could show only six local TV advertisers, far behind the 35 local accounts on Philadelphia's three video stations (Full breakdown in Table II).

Sports broadcasts accounted for more than half (55.3%) of the total commercial video air time during the opening week of August. The 145 hours and 10 minutes devoted to video sportcasts is approximately five time as much time as that taken up by the second ranking program class, variety shows, which occupied 29 hours and 25 minutes, 11.2% of the total. News was third from the standpoint of commercial time with 23 hours and 36 minutes (9.0%), and dramatic programs fourth with 16 hours and 50 minutes (6.4%) (Table III).

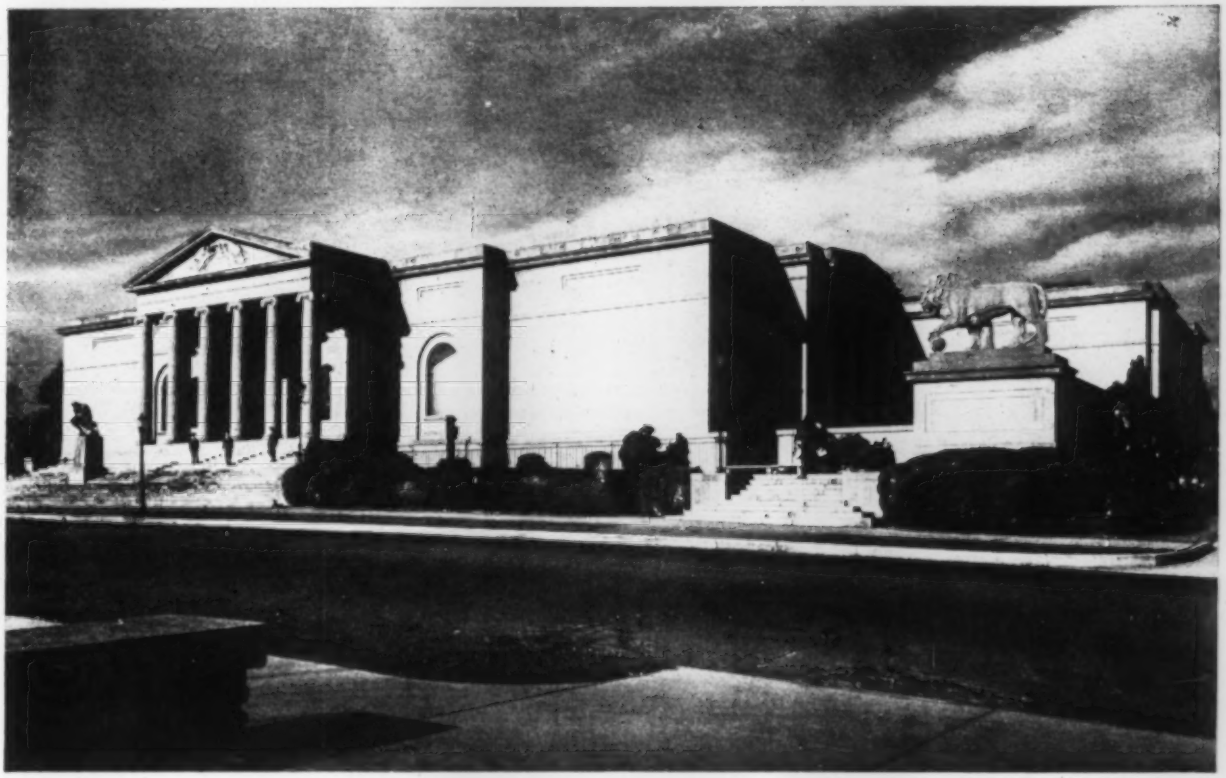
With sports accounting for so much of the video sponsored time, it is natural that remote broadcasts, which sports mostly are, should also register strongly in the time consumed column, accounting for 136 hours and 30 minutes, or 52% of the total commercial time. Live studio shows totaled 59 hours, 20 minutes, or 22.6%; filmed programs took up 51 hours, 43 minutes, or 19.7%, and combination live and

(Continued on page 41)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



In Maryland, it's WMAR-TV for Cultural Programs

Baltimore's magnificent Museum of Art occupies an unique and lively place in the consciousness of Baltimoreans as a center of many kinds of art—music and drama as well as sculpture and painting.

Television has awakened additional interest among Baltimoreans for their Museum of Art. From the stage of its 440-seat theater, WMAR-TV presents a wide variety of programs each Sunday, drawing on the rich resources of the Museum and on the artistic ingenuity of the Museum staff for recurrent evidence that "Art Can be Fun." Here also, Baltimore's teen-agers take a weekly dip into the delights of debate and discussion of their special problems; visiting celebrities stop by for chats with Drama Critic Donald Kirkley of The Sun, and frequent programs of commemoration attract a wide range of talent.

On the same stage, Sophocles' "Electra" was televised for the first time in its 24 centuries (in a brilliant performance by the Johns Hopkins Playshop); the ancient miracle play "Everyman" was brought to television by Loyola's Mask and Rapier Society; and the Children's Experimental Theater has made its most impressive excursions into drama. WMAR-TV's cameras have faithfully carried these signposts of civilization to wide Sunday audiences.

In Maryland, it's WMAR-TV for the Best in Television every day of every week.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVENUE · NEW YORK 18, N. Y.

ZIV'S NEW QU MUSICAL-VA ...IS A

SPONSORED ON OVER 100 STATIONS IN 60 DAYS

STARRING

FREDDY MARTIN

And His ORCHESTRA

★ STUART WADE
BARITONE STAR

★CLYDE ROGERS
★GLENN HUGHES
VOCALISTS

...WITH A GREAT GALAXY OF STARS!

Spot
featu
songs
citing

NOW OFFERED FOR LOCAL AND REGIONAL SPONSORSHIP

ONCE AGAIN "TRANSCRIBED BY ZIV ME

QUARTER-HOUR VARIETY SHOW A SMASH HIT!

"IT'S SHOWTIME FROM HOLLYWOOD"

The quarter-hour musical-variety show is today's *proved* high-Hooper technique.
Look at these ratings:*

Chesterfield's "Supper Club" (8.3)
Oxydol's Jack Smith (9.8)
Campbell Soup's "Club 15" (9.1)

**C. E. HOOPER, April 1-7, 1948*

RADIO'S GREATEST BUY!

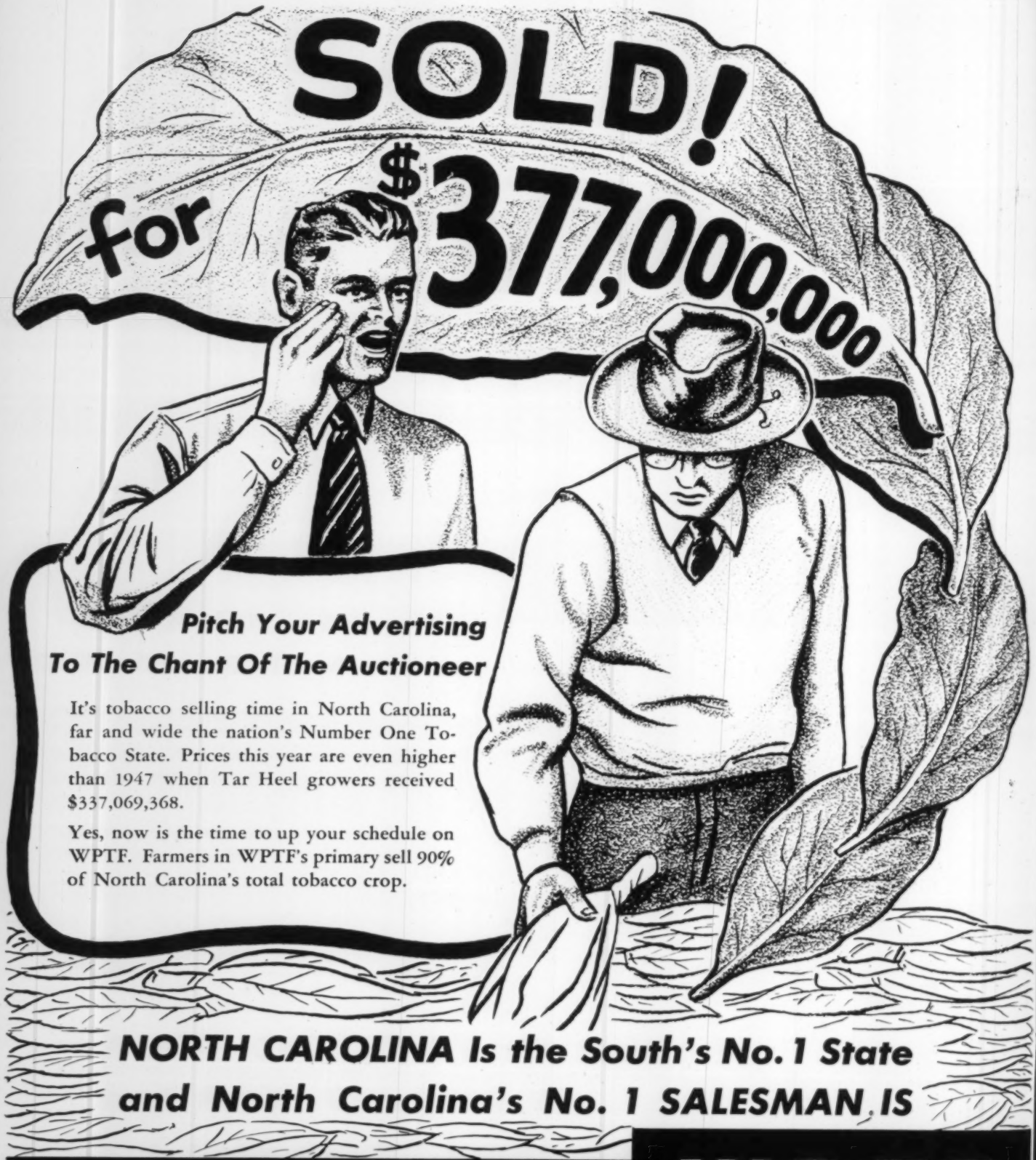
. . . that's Freddy Martin's SHOWTIME FROM HOLLYWOOD . . . a richer, extraordinarily beautiful, quarter-hour musical show with terrific heart appeal. It's a colorful, ever-changing presentation of musical fancy and variety set to quick-paced tempo. ZIV musicals consistently command competition-beating Hoopers! You can confidently tie those sales curves to this truly different quarter-hour musical! Write for availabilities.

★ **OWEN JAMES**
MASTER OF CEREMONIES

Spot lighting Freddy Martin . . . whom the Saturday Evening Post features as "The Man Who Helped Kill Swing." Featuring hit songs, show-stopper vocalists, rave-review presentations—it's excitingly different, thrillingly glamorous!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

ZIV MEANS THE GREATEST IN RADIO SHOWS



Pitch Your Advertising To The Chant Of The Auctioneer

It's tobacco selling time in North Carolina, far and wide the nation's Number One Tobacco State. Prices this year are even higher than 1947 when Tar Heel growers received $337,069,368.

Yes, now is the time to up your schedule on WPTF. Farmers in WPTF's primary sell 90% of North Carolina's total tobacco crop.

NORTH CAROLINA Is the South's No. 1 State and North Carolina's No. 1 SALESMAN IS

50,000 WATTS 680 KC. NBC AFFILIATE

WPTF

RALEIGH, N. C.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 35, No. 10 WASHINGTON, D. C., SEPTEMBER 6, 1948 $7.00 A YEAR—25c A COPY

FALL OUTLOOK

Industry Tinges Optimism With Some Caution

By IRVING MARDER

NEW YORK—Fall 1948 may well mark the beginning of a truly Golden Period in radio's El Dorado—New York—judging by the soaring optimism among virtually all of the industry leaders queried by BROADCASTING.

Two of the four major networks, and several of the leading agency men, transcription firms, and station representatives declared they expect business during the coming season to be the best in their experience. There was caution, as always, in some quarters, but not a word or even

Mr. Thrower

Mr. Erikson

a hint anywhere of "recession" or "slump"—terms which have been bandied about with persistent if diminishing regularity every year since the end of the war—except this year.

Most cheerful of all, perhaps, were the predictions of ABC and NBC. Fred Thrower, ABC's vice president in charge of sales, be-

(Continued on page 24)

AUTUMN time sales will maintain the upward trend found in nearly every market, taking 1948 radio business up to a new alltime record, according to results of a BROADCASTING survey in key centers.

The almost unbroken upward swing in broadcasting's income likely will continue into next year, judging by present indications. Long-range predictions, however, are qualified with possible effects of turbulent world affairs, consumer resistance to inflationary prices and factors.

In any case, total time sales have never been so high. On the other hand, the pie is being cut into more and more slices as new stations take the air. This is reflected in highly competitive sales situations in many markets.

Business is good in such markets as New York, Philadelphia and Chicago, with station and agency executives in many cases speaking in superlatives. Chicago is more cautious than New York and Philadelphia, but time sales are up, network and independent stations as a whole are happy and signs for the future are on the hopeful side.

Los Angeles, on the other hand, speaks of business as good but at the same time looks soberly on a set of unfavorable summer business figures. The Hollywood studio cutback naturally is reflected in the Southern California summer statistics. Actually the summer was the slowest in years.

With its foreign markets slowed down, Hollywood is inclined to take the overall international situation seriously. Continued inflation is expected but with some letup in spending for luxuries. This is offset by prospects of good political business and a record holiday season.

Among agencies in key cities there appears a growing note of warning about higher radio costs, particularly talent. Though agencies historically complain about talent and time costs, along with lack of choice availabilities, their criticism appears a little louder and is heard with greater frequency.

Television time sales are going up as more stations take the air, but thus far sound broadcasting has not felt the impact to any extent. Many of the sponsors buying visual time are taking the money out of other funds without disturbing their regular radio budgets.

Prospects for the visual medium are good, both for this autumn and next year. This is natural in view of the youth of this new broadcast medium, with new stations going on the air every month and many others slated for debut next year. TV station owners are optimistic on the revenue side, but concede they face a long pull before their operations become profitable.

By RALPH TUCHMAN

LOS ANGELES — Although red ink marred the ledgers of some Los Angeles area stations during the first six months of 1948, the second half of the year carries the happy outlook of black for all according to the trade consensus.

The latter optimism is based upon new business in hand for fall and winter plus the planning assurance by advertising agencies where contracts have yet to be drawn. Although summer is generally

Mr. Samuels

Mr. Gaynor

slower, this past summer is conceded by all to have been the slowest in years; yet this was not exactly unexpected in the light of recessive tendencies which began to show themselves as early as January.

There is no single explanation for what has taken place on the Coast. In Los Angeles proper, the cutback of the motion picture pro-

(Continued on page 58)

INDE NET IDEA

1,000 Station Group Without Wires

By J. FRANK BEATTY

CREATION of a thousand-station network of independent stations—a network without wires to be sold as a whole or in segments—is the goal of non-affiliate stations. The project was set in motion last week at the first meeting of NAB's new Non-Affiliate Stations Executive Committee.

Still very much in the idea stage, the independent sales project came out of a lively two-day meeting at NAB's Washington headquarters. It is to evolve from a public service program operation to be presented to the Advertising Council.

Growing out of complaints during drafting of NAB's Standards of Practice, when independents complained their voice wasn't being heard because they lacked organization, the new committee was created by NAB with Ted Cott, WNEW New York, as chairman.

Independent Session

Its two-day session led to a series of measures designed to give independents a unified working structure along with a chance to take a more active role in NAB affairs.

This role would include a special independent's day during NAB convention week, a project to be submitted to the NAB board at its November meeting.

First step in the independent network plan will take the form of closer cooperation with the Advertising Council in its inter-media public service campaigns. The new committee adopted a resolution to this effect, suggesting that Council drives utilize the power of non-network stations. This would entail closer liaison with governmental, civic and charitable groups represented in the campaigns.

With this activity, independents believe, will come recognition of the non-network stations as a unit as well as awareness of their audience impact.

An important step in the contemplated independents' network will be compilation by NAB of a directory of non-affiliated stations. This will include personnel and available services, with other details covering program functions as well as audience appeal. The directory will aid in exchange of program material among stations.

Named to direct this activity was a subcommittee with Mr. Cott as chairman. Other members are David Baylor, WJMO Cleveland, and Pete Schloss, WWSW Pittsburgh.

In looking toward sale of time

(Continued on page 57)

BMB 1949 SURVEY

Daily Data Included

BMB Nationwide Audience Survey No. 2, to be conducted next March, will include information on the daily average audiences of U. S. radio stations and networks in addition to the weekly audience data provided in the first BMB country-wide survey in March 1946.

Addition of the daily average audience information to the new survey was authorized Thursday by the BMB board, meeting at the organization's headquarters in New York.

To obtain these data, the new radio station ballots to be distributed by BMB will include expanded check lists asking for each station listened to by the respondent family to be identified as listened to six or seven days a week; three, four or five days; one or two days; less than one day, or never; these columns being duplicated to cover both daytime and nighttime listening.

The 1946 ballots combined the first two items of this division into a single column covering listening three days or more a week.

Inclusion of daily as well as weekly average audience information, will, in effect, provide two BMB ratings for each station measured in the new study, a weekly average and a daily average. Each will show the number and percent of families reporting that they listen to a station in the daytime or evening, by counties and cities.

Looking ahead to BMB's third nationwide study and to the ones after that, the board established a program of experimental research that will include a study of the feasibility of obtaining and reporting the number of hours each family listens to each station and network. If this is found practical, future BMB studies would then measure the "extent of listening" as well as the present "extent of audience."

Third major action of the bureau's board was to authorize BMB to undertake an overall study of the entire field of radio research, analyzing both the various kinds of information needed by advertisers, agencies and broadcasters and the techniques that are being or could be used to obtain such information.

More than a year ago the board voted that a university fellowship be established for this purpose, but investigation has shown that to be an impractical procedure because of the general lack of detailed knowledge of commercial radio among universities, it was reported. The $10,000 previously allotted for the fellowship will be used by BMB in making its own analysis of radio research.

The 1949 audience study will cover some 300 cities and towns having radio stations now which did not have them in March 1946. BMB will mail 625,000 ballots, approximately 100,000 more than in the 1946 survey, BMB President Hugh Feltis reported. However, the overall budget for the study will be about the same, he said, due to economies in procedure and to the fact that the BMB staff has had experience in making such a study.

The 1949 ballot will ask specifically about FM and video tuning in the home, but will not attempt to measure video viewing in bars and other public places, unless that is done in a separate, special TV survey.

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ABC PERSONNEL

Chicago Changes Put 54 in New Posts

SHAKEUP last week at ABC's Chicago offices involved 54 appointments, 43 of which are in the engineering department, according to John H. Norton Jr., Central Division vice president.

John (Jack) J. Manley has been named manager of the network's studio and office services, and will manage ABC's Civic Theatre studio, acquired recently [BROADCASTING, Aug. 30] on a long-term lease from the Wacker Corp. for use as a video studio when WENR-TV takes the air Sept. 20. Mr. Manley, assistant to the president of the corporation since 1945, worked during that time as manager of the Civic Theatre. The theatre, in the north wing of Chicago's Civic Opera Bldg., is now being converted into the TV audience studio.

In the Central Division's production department, Burr Lee has been named manager, replacing Edward Skotch who moves into the video department as production director for the new television station. Albert Haughton, formerly of WBBM-CBS Chicago, fills the production vacancy. Harry Carroll, has left NBC Chicago, where he was night supervisor of announcers, to work in ABC's traffic department.

Six persons will begin working in the TV department. They are Furth Ullman, art director; Carol Howard, formerly of WMAL-TV Washington, program co-ordinator; John Fitzpatrick, formerly of WBKB Chicago, floor manager of the new civic studio; William Hallenbeck, director in charge of TV remotes; Vince Garrity, production assistant, and John Berg, program assistant in charge of films.

Forty-three men in the engineering department, working with Edward C. Horstman, engineering manager for AM, FM and TV, include the following: Owen Rogers, Roger Jensen, Edward Lombard and Alfred King in tape recording; Gerald Bobian, W. B. Cassie, Robert Christensen, J. H. Dancaster, Charles DeJanovich, A. F. Engler, D. R. Farnum, R. R. Hayward, R. E. Hunt, B. E. Kruchoski, G. W. Ludtke and G. E. Miller, WENR mobile unit.

Assigned to the civic studio are R. C. Chappel, J. D. Ducker, R. E. Hunt, G. M. Ives, F. A. Koerner, W. C. Kramer, E. F. Kramlik, James Krejcir, J. L. Nitchals, E. A. Tester and C. U. Vogel. Other TV engineers are Richard Davis, R. A. Dittman, H. L. Ladefoged and R. G. Salter.

Engineers working at WENR's transmitter are E. H. Kubitz, W. J. McDonald, F. A. Sciuto, J. E. Stahl, F. A. Timberlake, W. W. Wilson, L. E. Wollenhaupt and I. A. Wrablick. New AM engineers include George Sorensen, Dan Chaneske, Hald Schultz and A. W. Joswick.

Drawn for BROADCASTING by Sid Hix

"They just LOVE that commercial."

AMOS 'N' ANDY

Team May be Leased To Lever Bros.

TRIPARTITE negotiations among CBS, Lever Bros., and the Music Corp. of America looking toward the sale to CBS of the services of Amos 'n' Andy and their subsequent leasing to the giant soap and drug firm were nearing completion last week.

Reports that at least one other star in the NBC stable was involved in a similar arrangement were, however, flatly denied.

Frank Stanton, CBS president, who is reported to be personally handling the Amos 'n' Andy negotiations for his network, refused to comment on the deal but indirectly made it clear that it was not only in progress but probably would reach fruition this week.

It was understood that the proposed arrangement contemplated the sale of the veteran NBC radio team to CBS for a flat price, said to be nearly $2,000,000, a transaction that would come under capital gains instead of income taxes. CBS, in turn, would lease Amos 'n' Andy to Lever Bros., as technical advisers at annual salaries.

Although no responsible executive at Lever Bros. headquarters in Cambridge, Mass., could be reached for comment, it was understood that the company intended to sponsor the team on CBS on behalf of Rinso. Sponsorship would begin in the 1949 fall season on CBS. Amos 'n' Andy will be heard on NBC meanwhile. They return to the air Sept. 28.

The proposed deal with CBS is the first of its kind in big-time radio and another precedent established by the unique team of Freeman Gosden and Charles Correll.

It was reported that the current negotiations were initiated by the team's agency, Music Corp. of America, as a means of escaping high income taxes.

STATION REP FIRM

Goodman Heads New Company

A NEW national station representative firm headed by Harry S. Goodman, president of the program packaging house which bears his name, and including two former members of Taylor-Howe-Snowden which was reorganized a fortnight ago, was announced last week [CLOSED CIRCUIT, Aug. 30].

The company, to be called Radio Representatives Inc., will begin operations officially Sept. 20 with a limited list of station clients whose identities were not announced.

Officers are Mr. Goodman, president; Peggy Stone, formerly with the New York office of T-H-S, as vice president in charge of the New York office; John North, former T-H-S Chicago executive, as vice president in charge of the Chicago office, and Stanley Wessel, Chicago printing business operator and radio program packager, as secretary-treasurer.

One of the directors of the new company is Frank Sawdon, president of the advertising agency bearing his name. Among Sawdon Agency clients is Robert Hall Clothes, which places a million dollars worth of spot business in radio annually.

Mr. GOODMAN

Will Continue Services

In making the announcement, Mr. Goodman said that he would continue as president of his own transcription and program service company and would be president of the new representative firm, although the two organizations are not connected.

Headquarters of the new business will be in New York at 480 Lexington Avenue. The Chicago office will be situated at 737 North Michigan Blvd. A Hollywood office, to be headed by an as yet unnamed executive, will be opened in about two months.

Mr. Goodman said that at first the company would have a staff of four in New York and three in Chicago, with Mr. Wessel dividing his time between the two cities.

The company will pursue a policy of keeping no more than a dozen stations on its list, and "most" of the dozen are already under contract, Mr. Goodman said. He declined, however, to name any of them.

It was known, however, that one of the stations which would join the new firm was WMPS Memphis, a former T-H-S client and before that a client of Broadcast Sales Inc., a firm of which Mrs. Stone was a principal before she went with T-H-S.

Assisting Mrs. Stone in the New York office will be her son, Thomas Stone, who until last summer was with T-H-S in New York.

Mr. Goodman, a veteran in advertising and radio, and president of Harry S. Goodman Radio Productions Inc., New York, is widely known among broadcasters. His son, Daniel A., vice president of the program company who has been in charge of the Goodman Hollywood office, will return to New York to assist his father when the latter takes on additional duties as head of Radio Representatives Inc. No successor to the young Goodman has yet been named in Hollywood.

Mrs. Stone, another veteran of radio, was in the station relations department of CBS from 1929 to 1938. She left CBS to join Spot Sales Inc., and in 1944 became a principal in Broadcast Sales Inc. She joined Taylor-Howe-Snowden's New York office April 1, 1947.

Mr. North has been an account executive with the T-H-S Chicago office for two and a half years. Before that he was commercial manager of KANS Wichita.

Mr. Wessel has been in the printing and advertising businesses in Chicago and has engaged in several radio program enterprises, including the sale of the CBS Philharmonic several years ago on a cooperative basis to numerous banks. He has not been active in radio recently.

Buchanan Names

ROLAND E. JACOBSON and Leland F. Blair have been named vice presidents in charge of the Los Angeles and San Francisco offices, respectively, of Buchanan & Co. Inc. They replace Fred M. Jordan who resigned as director of West Coast operations.

Cies Gets Lever Post

RALPH D. CIES, former assistant to the president of Rexall Drug Co., has been appointed manager of market development for Lever Brothers Co., Cambridge, Mass., effective Sept. 15.

CBS TV

Minority Interest in St. Louis Applicant Contemplated

CBS may open negotiations with *The St. Louis Globe-Democrat* looking toward acquisition of a minority interest in the newspaper's television station—if its TV application is granted by the FCC—in an arrangement similar to that now existing between CBS and *The Los Angeles Times*, it was learned last week.

A CBS official said that no conversations had yet been held with *The Globe-Democrat*, but he indicated that it was probable they would be undertaken. It was believed that the network hoped to extend to other markets its television interests of the kind it recently negotiated with *The Los Angeles Times*.

Under that agreement CBS took 49% of the stock in KTTV, a video station owned by the *Times*, and will provide most of the management of the station.

The St. Louis Globe-Democrat is one of seven applicants for four television channels still available in the area.

It was indicated that CBS contemplated the establishment of a pattern of minority interests in newspaper-owned television stations. The network already has such an interest in Los Angeles, is proposing talks in St. Louis, and has concluded an agreement with *The Washington Post's* AM station, WTOP.

Although *The Washington Post* is not an applicant for a video channel, it has petitioned the FCC for changes in the allocation table permitting the use of Channel 12 in Washington with a directional antenna. If the change were granted, it is probable that WTOP would then apply for Channel 12.

CBS owns 45% non-voting stock of WTOP Inc., with the *Post* holding the majority interest.

P&G

Radio, TV Personnel Realigned

THE PROCTER & GAMBLE Co., Cincinnati, radio's biggest advertiser, last week announced a realignment of its top radio and television executive personnel, due mainly to the increasing importance of television as an advertising medium.

Three separate departments have been established within the P & G organization to administer the company's multiple activities in daytime radio, nighttime radio and television. William M. Ramsey, as director of radio for P & G, will continue in charge of daytime radio shows, and also will handle "broad matters of programming policy which concern both daytime and nighttime programs."

Gail Smith, previously with Mr. Ramsey in supervising P & G daytime programs, henceforth will be in charge of nighttime shows. His responsibilities under Mr. Ramsey will be taken over by W. F. Craig, who has been assisting Mr. Smith in daytime programming.

Gilbert A. Ralson, director of television, will supervise the firm's live and film video activity.

According to Mr. Ramsey, who continues to exercise initial responsibility for radio and television under the new setup, the realignment was made because the existing arrangement was becoming cumbersome, and authority had to be divided, particularly in view of the upsurge of television.

Television Expansion

Procter & Gamble is planning to expand its video activities, Mr. Ramsey said, but such expansion will be gradual rather than immediate. A. N. Halverstadt, manager of P & G radio and media division, has overall authority for the firm's broadcasting activity, in radio as well as television.

P & G, which manufactures and markets nationally dozens of household products as diverse as soap, shortening and dentifrices, last year spent $16,600,000 in network radio alone to advertise its wares. This figure does not include the company's extensive investment in spot radio and television. Following is a rundown by networks of P & G shows currently on the air.

The firm sponsors a total of 20 programs a week—16 across the board and four once a week—on three major networks, ABC, CBS and NBC.

The once a week programs include: NBC—"Life of Riley," Benton & Bowles and "Truth or Consequences," Compton Advertising. ABC—"Gangbusters," Benton & Bowles. CBS—"FBI, in Peace and War," Biow Co.

Weekday programs, according to networks, are as follows: NBC—"Pepper Young's Family," Pedlar & Ryan; "Right to Happiness" and "Road of Life," both Compton Adv.; "Joyce Jordan M. D.," "Life Can Be Beautiful," and "Ma Perkins," all Dancer-Fitzgerald-Sample.

On ABC—"Welcome Travelers" and "Breakfast in Hollywood," both Compton Adv.

On CBS—"Lowell Thomas," "Big Sister," "Young Dr. Malone" and "Guiding Light," all Compton Adv.; "Perry Mason" and "Rosemary," both Benton & Bowles; "Beulah" and "Jack Smith," both Dancer-Fitzgerald-Sample.

PROSPECTS IN CHICAGO

Costs Prompt Caution

By JOHN OSBON
and JANE PINKERTON

CHICAGO—Advertisers generally are groping cautiously at their advertising and promotional pursestrings while casting a worried eye at increasing competitive costs and mounting talent fees—that is the impression prevalent among Chicago agencies and stations.

Fall prospects overall are good—as good as can be expected in view of the many factors involved, whether national, regional, or local. National advertisers (both network and spot) whose business is serviced out of Chicago seem to be maintaining a status quo in actual allocations for radio. Their's is a "wait and see" attitude apparently.

Generally, it is not any fear of war nor the ever-threatening spectacle of prices "bursting through the ceiling"; more specifically, there appears to be a general tightening-up at company level of actual budgets, or at very least, a critical reappraisal of money available for advertising and of the media in which the advertiser can best secure desired results.

Foremost problems of concern center chiefly around talent costs of big network shows and the high competitive costs—problems dealing basically with networks, stations and agencies—as contrasted to those of the manufacturer, viz, how to spread available outlays in the face of rising costs and wages.

Brightest side of the picture in the Midwest is the local aspect. Virtually all stations reported fair to excellent gains, on the basis of increased business from local retailers and users of national and regional spot radio. This was particularly true of the independent stations.

The radio budget for Standard Oil Co. (Indiana), which had shown an appreciable boost for 1947 over 1946, remains practically the same for this year, according to the firm's agency, McCann-Erickson. Original plan for an increase was shelved, it was learned. Standard carries assorted news programs in 22 cities, as well as professional and university football games. The sports budget is, of course, appreciably higher for fall broadcasts. The company's Chicago office declined to give actual radio figures. (Overall advertising budget for 1947 was $1,000,000 plus.)

Swift's Budget

Swift & Co., through its advertising manager, Vernon D. Beatty, refused to make any statement at this time on its radio budget for fall which, incidentally, also ushers in the firm's new fiscal period carrying over into 1949. Overall budget has not as yet been approved by the meat packer's board of directors.

Swift's radio expenditures for 1947 were well above 2¼ million dollars for all products—a 40% increase. Indications are that its budget for next fiscal period will call for as much or possibly greater outlay for radio if only because of its use of television in Eastern cities on a more extensive scale (Last year's *Tex & Jinx* show recently was replaced by the Lanny Ross program, currently heard on a larger net of TV stations).

Estimates of time and talent on ABC's *Breakfast Club* for the first three months of 1948 were reportedly well above $800,000; for time alone almost $300,000 [BROADCASTING July 12]. In each category, assuming these figures are maintained during the last three quarters of this year, outlays will surpass those of 1947 for that one program alone.

Mr. Roberts

Mr. Rorke

Armour & Co., which allocates to overall media by product groups, has shown a steady increase in use of radio over recent years, and while its advertising manager, D. B. Hause, declined to give figures, he told BROADCASTING Armour's radio expenditures for 1948 "were probably greater" than last year's. The company has just signed a contract to sponsor a new show, *Stars Over Hollywood*, for its dog food product.

No figures were available at Kraft Foods Co., but the likelihood is that the firm's radio expenditures hover somewhere between 1½ and 1¾ million dollars—an increase over last year. *The Great Gildersleeve* returns this month (for Parkay), and Al Jolson's *Kraft Music Hall* also bows Sept. 30. In lieu of its maintenance of a summer replacement (Nelson Eddy and Dorothy Kirsten) show and especially because of its TV theatre program on Eastern stations, radio outlays would seem to be considerably greater than those for 1947, on the score of talent fees alone.

Of the agencies contacted, most indicated an apparent status quo among their national advertisers, with curtailments manifested in certain advertising budgets. Advertisers who, in 1947, had maintained a steady and sometimes dizzy radio pace, seemed prone to reexamine allocations.

Some typical agency reactions and opinions:

Harry Holcombe, radio director of Grant Advertising Inc., stated that the agency's radio billings were "just about the same as for last year." Such shows as *Nick Carter, Curtain Time, Dr. I.Q.* and *Dr. I.Q. Jr.* have been renewed since last year's roundup. Because of the

(*Continued on page 60*)

N. Y. FALL OUTLOOK

Networks Report Good Business

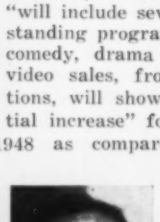
(*Continued from page 21*)

lieves his network's fall business will run well ahead of the last quarter of 1947—the best quarter in ABC's history, when the network reported a gross revenue of $12,199,051. "This year we're not only going to beat that figure—but it looks as though we'll do it by a substantial margin," Mr. Thrower said happily.

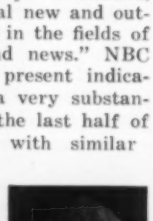
"Now, going into the fall," he went on, "we're adding Eversharp and Smith Brothers to *Stop the Music;* P. Lorillard starts with *The Original Amateur Hour* on Wednesday night; General Foods is sponsoring the *Meredith Willson Show* on Tuesdays and the Assn. of American Railroads signed with us for their all-important *Railroad Hour* on Mondays—just to name a few. Renewals of our major standbys like Philco's *Bing Crosby Show* also swell the ranks gratifyingly."

NBC's outlook as stated by Harry C. Kopf, administrative vice president in charge of sales, was equally sanguine: "NBC will enter the fall season with the strongest overall commercial program schedule we have ever enjoyed with the certainty that the year of 1948 will show the largest sales volume in our history. Our daytime as well as evening commercial time periods are sold out. We have two Sunday afternoon half-hours available with several excellent prospects considering the use of this time. . . ."

"The fall commercial television schedule," Mr. Kopf continued, "will include several new and outstanding programs in the fields of comedy, drama and news." NBC video sales, from present indications, will show "a very substantial increase" for the last half of 1948 as compared with similar periods in the past, he declared. Moreover, the network's 1949 television prospects are "excellent."



Mr. Karol



Mr. Kobak

CBS, while not quite as exuberant as ABC and NBC about the outlook for autumn, was far from downcast. John Karol, Columbia's sales manager, estimates that this fall's take at CBS will be "about 10% better" in money volume than last year's.

Daytime shows on CBS are sold almost solidly for the fall, Mr. Karol disclosed, and there are only about four nighttime half-hours on the block, with sales anticipated for those. In general, CBS notes with satisfaction a trend toward bigger shows—half-hours and hour productions, such as the Ford show on Friday night.

Mutual's president, Edgar Kobak, says merely that fall '48 business at MBS will probably be "about the same as in 1947." Mutual points out that its cooperative shows have been doing especially well—the network now carries 18 co-ops, with hundreds of participating sponsors.

Mutual also notes a sizeable increase in the number of religious programs being sold. The recent sale of a Sunday half-hour to the Lutheran Laymen's League, effective Sept. 15, will give MBS 18 15-minute secular segments, and eight more on Mutual's regional networks.

Among the agencies with important radio accounts, estimates of the increase in billings for fall '48 over last year ranged from 20% to 45%. Ben Duffy, president of BBDO, New York, says that fall advertising volume is expected to continue "at a high level."

Mr. Duffy added: "We feel that in hard goods, like small appliances and other such products, the market is becoming more competitive and, therefore, advertising increases in importances; and with this increase in importance there is bound to be an increase in advertising volume. All types of media — radio, magazines, newspapers, and outdoor should proportionately feel the impact of this volume. The medium of radio based on our experience as of this

(*Continued on page 51*)

PHILADELPHIA BUSINESS

Another Good Season Forecast

By HERMAN BRANDSCHAIN

FALL business picture radio-wise in Philadelphia area was painted in the most glowing terms by station, agency and other industry executives. Only conflict in the reports from the Quaker City, which is the nation's second largest television center, was as to the inroads the video medium would be making on the radio dollar. Majority view on the latter question, however, is that at present radio is not suffering because of TV.

J. B. Conley, general manager of Westinghouse Radio Stations, predicted that from a revenue standpoint, the entire radio industry will probably hit its peak year in 1948-49.

It generally was agreed that all departments of radio advertising were up—local, national and network. Typical comments:

Mr. Conley: "From a revenue standpoint, the entire radio industry will probably hit its peak year in 1948-49. The additional revenue that television will attract should insure this goal. Speaking of television, we often hear the question raised as to what effect the new art will have on listening habits. Certainly it will have some effect, but its effect on magazine and newspaper readership will be much more startling after more regular viewing habits are established.

"I frankly don't consider the question of income the most serious problem facing the industry at the moment. To me, the establishment of sound programming policies represents a much more acute need. The establishment of policies will guarantee to deserving stations, both a loyal audience and loyal advertisers, a team which will certainly take care of any broadcaster's pressing problems."

Edward D. Clery, general and commercial manager, WIBG: "Our business this fall will be every bit as good as last year—and last year we had to turn down business. National and local advertisers are coming to us in volume. Television has not hurt us."

Alex Rosenman, commercial manager, WCAU: "Our bookings and billings are running steadily ahead of last year. Last year at this time, we noted a trend toward hesitancy but this fall there was not any considerable holding back. We think high production figures may have generated a more optimistic approach. We expect to do more radio business right on through the winter months."

Robert G. White, general manager, KYW: "Radio sales in the Philadelphia area during the forthcoming year appear to be on the upswing even though the new medium, television, has become definitely established and well-accepted. Proved programming, supplemented by hand-tailored shows built to meet specific sales problems, will continue to be the basis of our approach to all accounts. Good entertainment is the only sound basis for continued public acceptance of any radio venture."

Gordon Gray, commercial manager, WIP: "Retailwise we had a slow summer but our national and network volume was the same as last year. Our fall business, however, appears to be very good in all three categories—as good as last year when we had a good year.

"We are really selling harder now than last year but we find that the effort is rewarding and we are happy about that. We are especially happy at getting quite a number of important advertisers who are not only new to our station but new to radio. And we also are happy that many accounts are expanding their advertising with us.

"We feel that the economic picture held back commitments which might have been made earlier, particularly among local advertisers, but people now seem to feel they've hesitated long enough and they'd better get to work."

Dolly Banks, program manager, WHAT: "Our revenue is greatly increased, with both national and local business coming in for what looks like a big fall. Although all our foreign language programs are doing exceptionally well, Italian language and Negro market programs seem to be the leaders. We are not feeling any impact from television."

Mr. Conley

Mr. Rosenman

Roger W. Clipp, general manager, WFIL radio and television stations: "There is a decided increase in the volume of fall business on radio and television in 1948. It is impossible to translate this increase into the basis for a long-range prediction, however. With radio, while many advertisers are joining the ranks of the regular fall and winter sponsors, it is noteworthy that an attitude of caution prevails and there is a definite trend toward shorter term contracts.

"So far as television is concerned, we find more and more advertisers interested in taking a look. There has been an increase of advertisers in the TV market, with a large portion of them local advertisers. It is my belief, however, that it will be a matter of several years before television station operators bridge the gap between income and expenditures."

G. Bennett Larson, television director, WCAU-TV: "We're constanty growing commercially and we find that after only a few months in television that our sponsors want to remain in television and are doing so. Virtually all our sponsors are going right on through the fall and winter. We expect a larger number of big advertisers to go in for local spots. We expect to be on the air with more time each week and to have more sponsored time. We think the outlook is bright."

Ernest B. Loveman, general manager, WPTZ(TV): "The figures tell the status of fall business this year better than anything else. Last year we had only 10 commercial accounts. This year we have 65—the largest number of any television station in the country. Last year we were on the air only 28 hours per week; this year we are averaging about 46 hours. We know there is some tremendous business coming our way in all categories."

Edmund H. Rogers, senior partner and radio director, Gray & Rogers: "TV billing will increase steadily but because of a shortage of effective, inexpensive television show ideas, most advertisers will continue their radio schedules. Many clients will increase them, as a matter of fact, because radio as an advertising medium has proved both flexible and reliable.

"Radio remains the best medium for almost immediate contact with a mass market and we here are convinced its effectiveness is not diminishing with the advent of television. In many cases the two media complement each other. Like most astute advertisers, our clients set aside a fixed percentage of anticipated sales for advertising and sales promotion. A portion which seldom varies is earmarked for radio."

Philip Klein, president, Philip Klein Agency: "We look forward to television speeding up at an unprecedented rate and we expect to place more television business. We wish more video stations had more qualified personnel, however, especially at camera positions. Our

(Continued on page 66)

CANADA

No Drop in Sales Reported

By JAMES MONTAGNES

THERE is no sign of a decline in Canadian radio business as yet, although some advertisers have dropped out from networks as well as spot business. But advertisers who have not used radio before or have been out of radio for some years are making a re-entry this fall. The result is a good business prospect for the fall, with an increase in total business. This summary results from a poll of Canadian advertising agencies, radio representatives, network and station officials in Toronto.

While it is becoming too much a custom to say that business is good and is expected to be better, the facts on time sales and transcription sales bear out the now usual fact. In the poll of radio executives only one executive hinted at a possible recession, but he admitted that the facts did not bear him out. He only felt that increasing consumer resistance to rising prices will perhaps affect radio advertising as firms start cutting economic corners when they begin to drop prices to increase sales.

While a number of American network programs have been dropped for Canada for this fall, in the shift of times and networks in the United States, total network time in Canada will be about the same as last year, up slightly if anything, according to officials of the Canadian Broadcasting Corp.

Counteracting the drop in American programs is an increase in Canadian-originating network shows, with Canadian General Electric, Olgilvie Flour Mills, H. J. Heinz and Wm. Wrigley buying new Canadian network shows.

Two new daytime shows go on the Dominion network, marking the entry of that network into daytime business, and a sign that all good times on the Trans-Canada network have been sold for the fall and winter season. While the Dominion network is not yet a full-fledged daytime network in the same way as the Trans-Canada network, a few more shows sold commercially will realize the creation of the Dominion as a full daytime business.

Meanwhile the long-planned second French-language network is coming into being this fall, although not as a CBC development. A group of six independent French-language stations have set up network rates, and are getting network privileges from the CBC on

(Continued on page 66)

FCC SPANKING

Committee Drafts Port Huron, Scott Report

By ED KEYS

A STERN warning for FCC to start cleaning house or face remedial legislation is expected to be incorporated in an interim report on the Scott and Port Huron decisions undertaken late last week by a House Select Committee.

In executive session one day after completing hearings on the Scott Decision on atheism, the Committee on Thursday authorized a report demanding that the decision's controversial language be deleted by the Commission.

The Committee was expected to take a similar course with respect to the Port Huron decision on which hearings were held a few weeks ago [BROADCASTING, Aug. 2]. Chairman Forest A. Harness (R-Ind.) told BROADCASTING following the executive session that the report would be filed with the Clerk of the House of Representatives within "two or three days," and that it would deal with both the Port Huron Decision on political broadcasts and the atheism case.

Qualified clarification of the troublesome Scott Decision, dealing with rights of atheists to radio time, was begrudgingly offered last Wednesday by FCC officials squirming beneath a relentless barrage of questioning of the Committee.

Second-Day Hearings

The clarification, which apparently offered more peace of mind to confused broadcasters, was furnished during the second day of hearings into the decision by the House Select Committee investigating the FCC, headed by Rep. Harness.

Hearings were brought to a close on a strange note. Throughout the hearings FCC had several times been charged with the fabrication of arbitrary dicta. Comr. Rosel F. Hyde, who had earlier testified he felt he was speaking for the entire Commission, told the Committee broadcasters need not fear license revocation for refusing time to atheists. Ironically, he made the reservation that they must not act "arbitrarily."

The Consensus

On the basis of other Commission testimony and the agency's attitude in previous cases involving complaints of atheists against broadcasters, the consensus among observers appeared to be that:

- FCC would continue to play the role of the First Amendment's protector. It would, however, wink at violations of the Scott directive so long as religious broadcasts did not constitute a direct attack on individual atheists or specific group of atheists.
- The word of the station management that, in refusing an atheist airtime, he had not been discriminating against any one or any particular group because of his personal views, would appease the Commission.
- What would constitute an attack on the philosophy of atheism was not clear. But it seemed likely that the Commission, with a Congressional committee still riding close herd on it and cognizant of public indignation it had aroused, would not go out of its way to invite trouble.

Two dramatic moments were furnished by the hearings:

An FCC spokesman admitted the original draft in the decision was void of controversial matter or philosophical opinions. The heated dispute was touched off by material attributed to left-winger Clifford J. Durr, former Commissioner.

The Committee was told FCC's public relations counsel played a hand in shaping decisions of the quasi-judicial body.

FCC officials obviously were stunned when Frank T. Bow, Committee general counsel, dropped a bombshell, explosive enough to upset the equilibrium of the most agile fence-straddlers.

Gillingham Memo

Mr. Bow introduced a memorandum from George O. Gillingham, FCC information director, to the Commission on Dec. 6, 1946, prescribing a course of action subsequent to the Scott Decision, which has been followed unswervingly by the Commission since its issuance.

Benedict P. Cottone, general counsel of the Commission, acknowledged that it was the policy of the Commission to seek advice from its public relations section.

Comr. Hyde later contradicted Mr. Cottone. He denied it was policy. The Commissioner acknowledged, however, that Mr. Gillingham attended executive sessions.

In his memorandum, Mr. Gillingham warned the Commission that "It would be a grave mistake for the Commission to issue a formal statement or pointedly publicize its reply to critics of the Scott Decision.

"The tempo having been established," he wrote, "we will have to abandon hope that the press will play up any new angle except to our continued disadvantage . . . Hence, further explanation will not only be futile but will add fuel to the fire. Also it is foolish for us to suggest subjects which our enemies can play up to embarrass

(*Continued on page 52*)

TOP PHOTO—General Counsel Frank T. Bow confers with Committee Chairman Forest A. Harness.

SECOND PHOTO—Two declared atheists, K. M. Whitten (l) and Charles Smith, hold a conversation during hearings.

CENTER PHOTO—FCC officials Benedict P. Cottone (l), Max Goldman (center) and Comr. Rosel F. Hyde appeared cheerful before they were called to testify.

FOURTH PHOTO—Attorney Frank Roberson (l) and Commentator Earl Godwin took a dim view of the Scott Decision.

LOWER PHOTO—Mr. Bow examines with Father Louis Durell (r) a script atheists found objectionable.

STANDARD OIL

Buys Philharmonic On CBS

PURCHASE by Standard Oil Co. (New Jersey) of one and a half hours weekly on the full CBS network from Oct. 10, through April 17, 1949 for broadcasts of the New York Philharmonic symphonic concerts at Carnegie Hall was announced last Thursday. The deal was understood to involve billings of about $1,250,000. Marshalk & Pratt Co., New York, is the Standard Oil agency.

The Carnegie Hall broadcasts will be heard Sunday afternoons from 3 to 4:30 p.m. EST. The Philharmonic series has been carried by CBS for the last 18 years, and for three successive years, 1943-1946, was sponsored by the U. S. Rubber Co. Standard Oil of New Jersey is the second commercial sponsor.

Conductors during the 1948-49 season will include Bruno Walter, musical director of the 107-year-old Philharmonic, Dmitri Mitropoulos, Charles Muench, and Leopold Stokowski, with Walter Hendl as assistant conductor. Among the scheduled soloists are Robert Casadesus, Myra Hess, Nathan Milstein, Erika Morini, Gregor Piatigorski, Rudolf Serkin, Isaac Stern, and Joseph Szigeti.

The following statement was issued by Charles Triller, president and chairman of the board of directors of the Philharmonic-Symphony Society of New York.

"We are delighted that the Standard Oil Company (New Jersey) is to sponsor the broadcast of the Philharmonic Sunday afternoon concerts over CBS. We feel that the association is a natural one between this bulwark of American industry and our orchestra, which is the oldest in the country and has so often proven itself to be a leader in the symphonic field. By its sponsorship, the company is not only engaging in the highest form of advertising but is substantially aiding the continuance of our society's contribution to the musical enjoyment, education, and culture of the nation.

"In this time of ever-rising expenses and increasing difficulties in operating non-profit cultural ventures, the aid and cooperation of such an outstanding example of American enterprises as the Standard Oil Company (New Jersey) is most encouraging. We sincerely trust the company will reap well-deserved benefits from the public's recognition of its contribution to the Philharmonic financial stability."

TV SET SHIPMENTS

Up 50% in Second Quarter

SHIPMENTS of TV receivers to the New York-Newark area totaled over 100,000 units in the first half of 1948, according to Radio Mfrs. Assn., but the area fell on a percentage basis as other cities with TV stations showed steady gains. Total postwar shipments to the New York area are near the 200,000 figure.

Second ranking city in TV shipments is Philadelphia, with 26,334 sets shipped during the first six months, followed by Chicago, 20,411; Los Angeles, 17,191; Boston, 10,553; Washington, 9,640; Baltimore, 7,065, and Cleveland, 5,001.

TV set shipments by RMA member companies for the second quarter of 1948 were 50% above the first quarter. Total postwar shipments as of June 30 amounted to 425,000 sets, compared to total postwar production of 463,943 sets.

Number of TV receivers shipped in the second quarter totaled 153,455 as compared to 106,136 in the first quarter, a half-year total of 259,591. Total 1947 shipments amounted to 162,181 sets. No reports were compiled on 1946 shipments, but RMA members produced 6,476 TV receivers.

Shipments of television sets went to 31 states and the District of Columbia during the second quarter, compared to 26 states and D. C. in the first quarter. Some small shipments went to states without primary television service, presumably for exhibit or experimental use.

TELEVISION SET SHIPMENTS BY AREAS

Television Broadcast Service Area	First Half 1948	1947 (Full Year)
CALIFORNIA		
Los Angeles	17,191	7,858
San Francisco	295	27
Other	404	13
CONNECTICUT		
Bridgeport	254	----
Hartford	4,077	2,946
New Britain	45	----
New Haven	763	----
Other	144	357
Cities Not Stated	226	----
DELAWARE		
Wilmington	697	174
DISTRICT OF COLUMBIA		
Washington	9,640	4,782
FLORIDA		
Miami	78	41
Cities Not Stated	49	----
GEORGIA		
Cities Not Stated	228	----
ILLINOIS		
Chicago	20,411	13,723
Other	199	4
INDIANA		
Gary	10	----
Indianapolis	27	----
South Bend	391	257
Cities Not Stated	91	69
KANSAS		
City Not Stated	1	----
KENTUCKY		
Louisville	116	----
Other	7	----
Cities Not Stated	165	----
MAINE		
Cities Not Stated	2	----
MARYLAND		
Baltimore	7,065	3,666
Other	21	57
MASSACHUSETTS		
Boston	10,553	1,367
Worcester	149	----
Other	8	36
Cities Not Stated	275	----
MICHIGAN		
Detroit	4,505	4,852
Grand Rapids	15	----
Other	51	35
MINNESOTA		
Minneapolis-St. Paul	2,712	400 (Minneapolis only)
Other	1	----
MISSISSIPPI		
Jackson	1	----
MISSOURI		
Kansas City	467	----
St. Louis	3,308	4,090
Other	36	----
NEBRASKA		
Omaha	22	----
Other	5	----
City Not Stated	1	----
NEW JERSEY		
Newark	25,369	22,158
Paterson	15	----
Trenton	1,106	1,159
Newark-Trenton	2,155	----
Other	293	3,683
NEW MEXICO		
Albuquerque	36	21
NEW YORK		
Albany	3,340	2,918
Binghamton	13	----
Buffalo	3,346	643
Long Island	1,797	624
New Rochelle	21	----
New York City	77,679	56,645
Poughkeepsie	180	136
Schenectady	90	38
Syracuse	31	----
Utica	16	----
Westchester	----	235
Other	5	6
Cities Not Stated	729	----
NORTH CAROLINA		
Miscellaneous	9	----
OHIO		
Akron	320	246
Cincinnati	2,370	2,160
Cleveland	5,001	2,582
Dayton	260	----
Toledo	1,198	3
Other	433	----
OKLAHOMA		
Oklahoma City	1	----
PENNSYLVANIA		
Allentown	476	123
Erie	19	----
Philadelphia	26,334	18,923
Pittsburgh	47	----
Reading	411	225
Other	207	118
RHODE ISLAND		
Providence	175	3
Cities Not Stated	969	----
TENNESSEE		
Chattanooga	----	15
Memphis	26	----
Cities Not Stated	4	----
TEXAS		
Dallas	47	3
Fort Worth	46	----
Other	2	----
Cities Not Stated	175	----
UTAH		
Salt Lake City	456	----
Other	1	----
VIRGINIA		
Norfolk	25	----
Richmond	1,379	394
Other	93	5
WEST VIRGINIA		
Clarksburg	8	----
WISCONSIN		
Madison	15	----
Milwaukee	2,593	2,315
Other	19	----
Areas Not Determined	15 595	2,046
Total Shipments	259,591	162,181

NEW EDDY POST

Heads Television Associates

APPOINTMENT of William C. Eddy, for nine years director of Balaban and Katz television operations in Chicago, to the presidency of Television Associates Inc. was formally announced in Chicago Sept. 2 by Keith Kiggins, of the manufacturing and consultant firm.

Capt. Eddy, one of the nation's outstanding television authorities, said he is making the change because his primary interests lie in scientific development in the television and electronics fields. He added that one of his biggest interests is in the continued progress of Midwest television and in making Chicago the "hub of TV in the country." In that connection, he stated, he will continue "to maintain a personal interest in WBKB operations in a consulting capacity."

Meanwhile a spokesman of Balaban and Katz said no immediate word would be forthcoming from B & K officials as to Capt. Eddy's successor. John Balaban, B & K president, will supervise overall operation of WBKB, assisted by John Mitchell, station business manager, it was announced.

Capt. Eddy, who resigned Tuesday as director of WBKB, became president of Television Associates effective Aug. 31. Mr. Kiggins, a former vice president of ABC, who became president of Television Associates last winter, takes the title of executive vice president to make way for Capt. Eddy's assumption of the presidency.

The former WBKB director, holder of more than 100 TV, radio and electronics patents, feels that the station's pioneering days are past and that his activities should be devoted to new advancements of the art.

"You and I know that television has to reach a certain standard of technical performance like moving pictures," he reminded. "We have contributed much to progress in the Middle West already, but we must progress still further to reach the goal we are shooting for. I feel that the various developments carried on by Television Associates will simplify not only television operation but also programming in that they will afford labor-saving devices. We hope to improve the quality and breadth of television."

Television Associates was organized on a small scale in 1944 to manufacture and market television communications equipment under Eddy patents, and also to bring down installation and operating cost. A factory later was installed in 1946 to handle the work. The firm swung into full production last winter when Keith Kiggins, a long-time friend of the inventor and director, resigned as vice president of ABC and later became president of Television Associates. Company offices are at 190 N. State St., Chicago.

Capt. Eddy

The firm also serves in a consulting capacity to television stations and other organizations requiring assistance in the electronics field. It is presently engaged in a number of electronics developments for the U. S. Navy, and was commissioned by the Chicago Transit Authority to aid in developing a radar system to prevent collisions of

(*Continued on page 86*)

Television stories, on other pages, in this issue:

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Metal TV Receiving Tube in Production	72
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For television personnel changes, programs, etc., see various notes departments in this issue

NAB, TBA Mull Proposal to Merge

Meeting Results in Agreement On Many Basic Problems

DEFINITE progress in the effort of NAB and Television Broadcasters Assn. to work out a common operation was made last Wednesday as committees of the two groups met at the Waldorf-Astoria Hotel, New York.

Though the whole project is still in the exploratory stage, the two groups found themselves in agreement on many basic problems involved in a merger. Proposed solutions to some of these problems were offered. They are being studied and will be taken up at a second meeting within a month.

TBA spokesmen agreed with NAB members that all broadcasters must maintain "a continuously unified front" on many basic regulatory, legislative and operating issues. However, they explained that TV broadcasters have special problems and are anxious to wage a promotional campaign of a type not suited to overall trade association operation.

Among ideas discussed was setting up of a TV Division within NAB [CLOSED CIRCUIT, Aug. 30]. Already NAB has given thought to amending its by-laws to accommodate TV and FM divisions. These divisions would have autonomy on matters of special interest and TV members would share NAB's industrywide services.

If NAB and TBA spokesmen come close to an agreement at the next meeting, plans for a merger could be submitted to the two association boards for action. The NAB board meets in mid-November.

Shafto Chairman

G. Richard Shafto, WIS Columbia, S. C., an NAB director for medium stations, is chairman of the NAB board's By-Laws Committee and served on the NAB group at the Wednesday meeting. Other NAB conferees were A. D. Willard Jr., executive vice president, at whose invitation the meeting was held; Harry Bannister, WWJ-TV Detroit, chairman of the NAB board Television Advisory Committee, and Clair McCollough, WGAL Lancaster, Pa., also an NAB board member.

The TBA group included J. R. Poppele, WOR New York, TBA president; Will Baltin, TBA secretary-treasurer; G. Emerson Markham, WRGB Schenectady; Lawrence Phillips, DuMont Television Network.

The New York meeting was an outgrowth of a meeting held last month in Chicago by television broadcasters within NAB and President Justin Miller, followed by a meeting of the NAB board's TV group [BROADCASTING, Aug. 16].

FIRST MEETING of new NAB Non-Network Affiliated Stations Committee was held last week [story page 21]. Attending were (l to r): C. E. Arney Jr., NAB secretary-treasurer; Patt McDonald, WHHM Memphis; Melvin Drake, WDGY Minneapolis; Lawrence W. McDowell, KFOX Long Beach, Calif.; Calvin J. Smith, KFAC Los Angeles, board liaison member; Pete Schloss, WWSW Pittsburgh; Ted Cott, WNEW New York, chairman; Howard Lane, WJJD Chicago, liaison member; David Baylor, WJMO Cleveland; A. D. Willard Jr., NAB executive vice president; Robert Maynard, WSVS Crewe, Va.

TALENT MERGER

Other Unions Study AFRA-Backed Idea

DEVELOPMENT of a merger formula satisfactory to all radio talent unions is being studied by officials of AFRA, the 4A's and other organizations following the action of AFRA's 9th annual convention in endorsing the amalgamation idea.

The closely-linked issues of a talent union merger and establishment of a working television code were top subjects during the convention, held at the Somerset Hotel, Boston, Aug. 26-29. Both topics were discussed and studied at length by more than 100 delegates representing 25 AFRA locals; no conclusive action was taken on either.

Although actual merger of the ten unions already loosely united within the Assn. of Actors and Artists of America (4 A's) still remains to be implemented, the convention went on record unanimously as favoring such amalgamation in principle.

The merger resolution, introduced by the powerful New York delegation, was one of three alternate plans formulated earlier this summer by a committee representing the component 4A unions. Consensus of delegates present was that any merger plan eventually put into practice will combine important elements of all three, including the establishment of an international board to sit in New York, and regional boards in Chicago and Los Angeles, and the setting up of a single-card membership system whereby many of the complications involving members active in several fields such as radio, television, films, and theatre could be eliminated.

TV Key to Merger

Television is understood to be the key to the urgency behind AFRA's strenuous efforts to expedite a merger. It will be remembered that AFRA's executive secretary, George Heller, is also chairman of the 4A's joint video committee. AFRA members generally feel that such action now is essential to prevent the occurrence of more such jurisdictional squabbles as the one between NABET and IATSE which for a time threatened to hamper the opening of WJZ-TV.

Other Unions' Action

Along this line, it is thought possible that other allied unions not affiliated with 4A's, including such technical groups as NABET and IATSE, and other talent unions such as the Radio Writers Guild and the Radio and Television Directors Guild, may get a bid to join in the merger.

The convention agreed that the contemplated merger would also be striking a blow at the Taft-Hartley law, in that the unification thus provided would greatly strengthen the hands of all member unions in fighting the legislation.

A progress report by A. Frank Reel, AFRA's assistant executive secretary, disclosed that the union has closed 16 first-time station contracts and established ten additional chapters and locals since the last AFRA convention.

Clayton Collyer, radio's "Superman," was elected president of AFRA succeeding Ken Carpenter, who was not a candidate this year, in a morning session on Sunday, final day of the convention. The following were elected vice presidents in this numerical order: Virginia Payne, Knox Manning, William Gavin, Evelyn Freyman and Nelson Case. Norman Field was named recording secretary and Harry Elders treasurer.

Mr. Case, one of AFRA's new vice presidents, said he thought the convention was "one of the most successful and harmonious of any in recent years." The union's 1949 national conclave will be held in San Francisco.

FIRST 15 PROGRAM HOOPERS—Aug. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+	Pos.
Take it or Leave it	162	Eversharp (Biow)	11.2	10.1	+1.1	2
Stop The Music (Average)	171	Lorillard (L&M), Swerl (Maxon) Speidel Co. (C&P)	10.5	---	---	---
Horace Heidt	161	Philip Morris (Biow)	9.7	---	---	---
Break The Bank	195	Bristol Myers (DCS)	9.4	7.8	+1.6	10
Suspense	161	Auto-Lite (Newell-Emmett)	9.3	6.9	+2.4	19
Big Story	162	Am. Cig. & Cigar (SSC&B)	9.0	8.2	+0.8	7
This Is Your F.B.I.	251	Equit. Life Assurance (W&L)	8.9	8.0	+0.9	8
Crime Photographer	163	Toni Co. Div. Gillette (FC&B)	8.8	7.1	+1.7	15
Fat Man	173	Norwich Pharmacal (Gumbinner)	8.5	6.7	+1.8	22
Adv. of Sam Spade	162	Wildroot Co. (BBDO)	8.3	7.8	+0.5	9
Mr. Keen	146	Whitehall Pharm. (DFS)	8.1	---	---	---
Adv. of Thin Man	149	Pabst Sales Co. (W&L)	8.1	4.4	+3.7	61
Mr. & Mrs. North	151	Colgate-Palm-Peet (S&M)	8.1	6.5	+1.6	24
We The People	119	Gulf Oil (Y&R)	8.1	5.7	+2.4	39
Mr. Chameleon	138	Sterling Drug (DFS)	7.6	---	---	---

Fifth Network Plans Still Go Forward

MOVEMENT to organize a fifth nationwide network is going forward as planned, according to George Roesler, sales manager of the project. Discussion of the project was scheduled Friday in Chicago. The network is titled Radio America.

According to Mr. Roesler, Rudolph J. Fjellstrom and Charles J. Husband, who were sentenced to serve prison terms on charges of violating the California Corporate Securities Act [BROADCASTING, Aug. 30], had no connection with Radio America at any time. He explained they were involved in a North American Broadcasting proposition, one of three "fifth networks" allegedly started by Paul M. Titus, also sentenced to prison.

Stock sold in California was not Radio America stock, Mr. Roesler said, and no one now in Radio America was ever associated previously in any of Mr. Titus' enterprises.

Radio America halted activities for several months because of disagreement among backers of the $6,000,000 project with operations of Mr. Titus and desire to await outcome of legal proceedings, Mr. Roesler continued.

Only stock sold by Radio America, he added, was common stock approved by the Securities & Exchange Commission and used only for operational and promotional expenses.

RADOX

New Audience Measurement System Introduced in Philadelphia

RADOX, a system of audience measurement and listening habits analysis, started commercial operation last week in Philadelphia. According to Albert E. Sindlinger, president of Sindlinger and Co., developer of Radox, the service opened with three clients—Young and Rubicam, NBC and WFIL Philadelphia.

At the same time Mr. Sindlinger took the wraps off his operations which have been progressing quietly in Philadelphia for several months.

Gist of the Sindlinger and Co. system is that a client, who may be either a radio station, network, agency or sponsor, can get via teletype a report on the listening of a cross-section of Philadelphia radio and television set owners every few minutes. The reports themselves are sometimes as little as three to five minutes behind the listeners' actual dialings.

In addition to these reports, clients are also furnished with reports of the dialers, their buying habits, periodic inventories of their houses and reports on why they listen where they do.

Sindlinger Nerve Center

Sindlinger and Co. works from the top floor of the Lewis Tower Bldg. in Philadelphia. From its control point there teletype operators know instantaneously what stations the listeners under study are tuned to, or whether their radios are not on at all. The operators can flash the report immediately to any client who has a teletype machine.

Radox means "Radio Audience Determination of X." The "X" in the definition stands for: "Who listens to what program and why." Briefly, the system works like this:

1. Philadelphia is divided into nine geographic areas, each about 4½ miles wide and each somewhat circular.

2. Reporters are sent into an area with detailed forms to question householders in certain typical blocks. From roughly 1500 householders questioned in each of the areas, enough are selected, according to a socio-economic cross-section plan, to make up a unit of 60 radios. This means that some 28 to 34 homes will be studied, for most homes will have more than one radio.

3. Householders thus selected are then revisited and their permission is asked to install a "transphaser," on their radio. Sindlinger and Co. promises to keep their radios in repair free for the privilege.

4. The "transphaser," a Sindlinger development, is then connected by wire to a central point in the area, and from there by wire to headquarters in the Lewis Tower Bldg.

5. An operator at headquarters can then tune in each of the 60 "transphasers" in sequence to see whether the set which is being monitored is on. If the set is on, the operator can hear the station to which it is tuned through one side of a phone headset. Through the other side of the headset he can rapidly tune in all the local stations until he hears the identical program in both ears. When he does, he knows the station and records it instantaneously on the teletype. He can run through the entire sequence of 60 sets in an area in about two or three minutes, teletyping as he goes.

6. Sindlinger and Co. then is in a position to go to the householder and question him about his listening habits. It knows what he did; it then finds out why he did it.

The system was invented and developed by Harold R. Reiss, a Naval Reserve electronics expert, in collaboration with Mr. Sindlinger. The two men have know each other for nearly 20 years, both starting as radio amateurs who conversed via "ham" rigs. They began working together in Appleton, Wisc., in 1933, when Mr. Sindlinger went to Appleton to manage the Warner Bros.' Theatres. At the time, Mr. Reiss was a communications engineer with the Wisconsin Bell Telephone Co.

In 1934 and 1935 Mr. Sindlinger won five consecutive national motion picture exploitation contests, due in part to the application of communication and electronic systems and devices constructed by Mr. Reiss. During this time Mr. Sindlinger had a daily radio program of theatre and Hollywood gossip items on a Wisconsin network. Mr. Sindlinger then felt the need for an audience measurement device. An effort to solve this problem was attempted by Mr. Reiss through the means of a sensitive mobile receiver, capable of picking up the local oscillator in superhetrodyne receivers in homes throughout the city. Although the system was crude, it did determine to some degree the audience composition, and the data was used by Mr. Sindlinger in programming.

Separated in 1935

In 1935 the two were separated, when Mr. Sindlinger left Appleton to join the *March of Time* in New York. He was there until 1941, when he went with Dr. George Gallup as executive vice president of Audience Research. In September 1946, when Mr. Sindlinger resigned from the Gallup organization, he contacted Mr. Reiss, with whom he had been in constant touch through the years, to discuss their audience measurement brainchild. The new company was launched and an estimated $150,000 has been spent in setting up the machinery which started commercial operation last week.

Charges for the service to stations are based on a percentage of

(*Continued on page 36*)

Here are Actual Samples of Radox Evaluations—Station Codes are—

A is American	WFIL
B is Mutual	WIP
C is Columbia	WCAU
D is National	KYW
E is Independent	WPEN
F is Independent	WIBG
O is other AM station than above.	
X is Television Channel 3	WPTZ
Y is Television Channel 6	WFIL
Z is Television Channel 10	WCAU
P is listening to FM	

Samples from August 27, 1948

```
1-Time-
   12345678901234567890123456789012345678901234567890123456789012345678901234567890
1-1201-
   C          A       B  C     FFFD              O              C
```

ABOVE is facsimile of part of a Radox report. The numbers from 1 to 0 repeated six times represent the 60 radio sets monitored. The letters under these numbers indicate to what station the set is tuned. By this report, teletyped to a client, the listening habits of the set owners can be charted.

NIELSEN REPORTS

Services Expanded

A NATIONAL Nielsen Radio Index service which "not only fulfills our promise to create an ideal audience research service," but goes "far beyond the industry's concept of the 'ideal' service," will be introduced the first of next year, A. C. Nielsen, president of A. C. Nielsen Co., announced last week at a press preview of a presentation to be shown this week to advertisers and agencies. To provide this expanded service, the company is adding another $2,000,000 to the $5,000,000 already invested in radio research, he stated.

Recounting the specifications of the Elder-Brophy-Kobak Committee for the ideal service—measurement in absolute terms, measurement of all broadcasts, speedy reporting and yielding unmistakable trends—Mr. Nielsen said that his national ratings will be "unquestionably and continuously projectable" to all U. S. radio homes and that they will be issued weekly (four times a month) to cover almost every broadcast. Technical improvements in collection, decoding and calculating processes, he said, will reduce the delivery time of the reports by 50% or more. Furthermore, provision of data on listening to commercials and on home product use will yield an exact picture of the sales effectiveness of any advertiser's radio expenditures, he stated.

Installation Increase

To provide the national service, the number of Audimeter installations is being increased from 1,100 to 1,500 (covering more than 2,000 receivers) in homes representative of 97% of all U. S. radio families, employing sampling techniques worked out with the aid of the Census Bureau and tested on the Pacific Coast during this year. Present NRI sample represents 63% of all radio homes. New installations are mailable-tape units, with recording tapes enclosed in cartridges which can be inserted or removed as easily "as buying a Coke from a mechanical dispenser." When the cartridge with the recorded tape is removed, and the blank one inserted, two quarters are automatically ejected as payment for handling, a device which Mr. Nielsen said had provided a 95% return of tapes during an extensive testing period.

Tape cartridges are mailed to reach NRI homes on Monday, the filled-out tapes for the previous week getting back to Nielsen headquarters by Thursday. Time and date of insertion and removal of the tapes are automatically recorded by a clocking device in the Audimeter unit, which can report on the operation of as many as four sets in any home and can record reception from up to 32 stations, although 15 stations is the maximum tuned in by almost all families.

Received at Nielsen headquar-

(*Continued on page 34*)

GOP Plans to Buy Much Radio Time

First Paid Broadcast to Be Made By Stassen From Detroit

GOP NETWORK operations will get into full swing, building up to a "very considerable" financial outlay for radio time, with a broadcast from Detroit Tuesday by Harold E. Stassen, according to Edward T. Ingle, radio director of the Republican National Committee.

Mr. Ingle, who is directing radio activities of the campaign, told BROADCASTING last Thursday that the "opening blast" against the Democrats will be fired by Mr. Stassen from Masonic Temple in Detroit Sept. 7. His paid political broadcast, in reply to President Truman's paid Labor Day broadcast from that city, will originate with WWJ and be aired over all 163 stations of the NBC network, 9:30-10:00 p.m. (EDT).

The opening gun by Mr. Stassen will be the signal for Governors Thomas E. Dewey and Earl Warren to start swings cross-country from their respective states to the home bailiwicks of their running mates.

Gov. Warren, the Vice Presidential candidate, will make his debut in the Presidential barnstorming tour Sept. 16 at Salt Lake City, Utah, where his paid political broadcast will be carried over all 165 CBS stations at 7:30-8:00 p.m. (EDT). KSL will originate.

Presidential Hopeful Dewey's first major address is under preparation. He will head westward around Sept. 20 for the scene of his first campaign broadcast, unannounced up to late last Thursday.

Herbert Brownell Jr., campaign manager for the Dewey-Warren ticket, announced that Gov. Warren will leave Oakland, Calif., Sept. 15 and invade 12 states in 19 days while enroute eastward to Detroit. Following Salt Lake City his itinerary calls for: Pueblo, Colo., Sept. 17; Albuquerque, N. M., Sept. 18; Tulsa, Okla., Sept. 20; St. Louis, Mo., Sept. 21; Louisville, Ky., Sept. 22; Columbus, Ohio, Sept. 23, and Detroit, Sept. 24.

The GOP candidates will concentrate their heaviest fire in states where Senatorial seats are hotly-contested.

GOP leaders will "progressively step up their radio campaign," Mr. Ingle declared.

Although the budget is still being prepared, it is expected that GOP strategists will buy a "very considerable amount" of radio time, according to Mr. Ingle.

Appoints McKinney

IOWA Tall Corn Network, at a special meeting Aug. 27, appointed J. P. McKinney and Sons, New York and Chicago, national representative. Max Everett will handle the account. George W. Webber remains as manager of the network.

1894 Kenneth B. Warner 1948

KENNETH B. WARNER, 53, manager and editor of the American Radio Relay League, died suddenly last Thursday following a heart attack.

Mr. Warner

Mr. Warner was stricken early in the morning at his home in West Hartford, Conn. ARRL offices are located in Hartford.

As head of the "ham's" organization almost from its inception at the time of World War I, Mr. Warner developed amateur radio into one of the major segments of the electronic world. The war had almost wrecked the league but when he took over in 1919 the membership started growing and amateur radio was restored to the air after a legislative battle. Membership now is around 100,000.

Known as the country's "No. 1 Ham," he was active in the development of many electronic improvements, including applications of the vacuum tube and pioneering in high frequencies.

Since the mid-20's, Mr. Warner has been the amateurs' spokesman at international conferences and Washington regulatory proceedings. He attended the Washington conference in 1927, as well as those at Madrid in 1932, Cairo in 1938, Atlantic City in 1947, CCIR at the Hague in 1929, Copenhagen in 1931 and Lisbon in 1934.

In 1935 he warned the FCC that low-band allocations to FM and TV would have to be changed, a prediction the FCC ignored. That he knew what he was talking about seems borne out by the Commission's reallocation of FM and its concern over the adequacy of the present TV band.

He formed the War Emergency Radio Service in World War II in which amateurs cooperated with the Board of War Communications, though actual amateur broadcasting in the usual sense was suspended.

Mr. Warner was born at Cairo, Ill., Oct. 3, 1894, growing up in the river-front atmosphere. After business school he worked as account and railroad freight routing agent until radio caught his fancy. He married Anita Zimmer, of Rochester, N. Y., April 29, 1920. Mrs. Warner and two children Betty Jean and Richard, survive.

Mr. Warner was a fellow of the Institute of Radio Engineers, an honorary member of the Asociacion EAR, Nederlandsche Vereenigng voor International Radioamateurisme, Resau Belge, Radio Club de Cuba, Rede dos Emissores Portugueses, Union de Radioemissores Espanoles, Hartford Golf Club and National Press Club.

Curtis To Sponsor Election Returns

THE CURTIS Publishing Co., Philadelphia (*Saturday Evening Post, Ladies Home Journal, Country Gentleman, Holiday, Jack and Jill* magazines), will sponsor a broadcast of Presidential election returns over more than 500 MBS stations on Tuesday, Nov. 2, the network announced last week.

Mutual will cancel all of its scheduled programs after the polls close Nov. 2 to broadcast returns throughout the night. This is the first time a broadcast of national election results has been sponsored, MBS said. The MBS coverage will include results of senatorial, congressional and gubernatorial races, as well as results of other state and local elections.

Virtually all of Mutual's commentators and newsmen will be heard during the election broadcast, including William L. Shirer, Gabriel Heatter, Fulton Lewis jr., John B. Kennedy, Albert L. Warner, Bill Henry, Cedric Foster, Cecil Brown, Bill Cunningham, Robert F. Hurleigh, Henry La Cossitt, Rex Miller, Bill Slater, Fred Vandeventer, and others. The broadcast will be offered to the Armed Forces Radio Service for transmission to U. S. troops abroad and ships at sea.

BBDO New York is the agency for Curtis.

OSCAR BRADLEY, 55, RADIO MAESTRO, DIES

OSCAR BRADLEY, 55, musical director of *We the People* on CBS, and distinguished conductor and director of opera, Broadway musicals, and movies, died last week at the Norwalk (Conn.) General Hospital after a long illness.

Mr. Bradley

Mr. Bradley, who was born in England, began his radio career in 1932 as maestro for the Will Rogers series on CBS. He later conducted the music on radio shows starring Frank Parker, Stoopnagle and Budd, and Phil Baker. His musical assignments in Hollywood included work on "Way Down East," "The Man Who Broke the Bank at Monte Carlo" and many other films.

Mr. Bradley is survived by his wife, Mrs. Jessie Bradley, a son, John, on the faculty of Wellesley College, a granddaughter, and his mother, four sisters and three brothers in England.

New Texas Video Network Planned

3 Station Applications Are Filed; Others to Follow, Says Nash

TEXAS TELENET System Inc., a projected television network for the Lone Star state, has been organized, with James P. Nash of Austin, as president.

Applications have been filed for television stations in Austin, San Antonio and Corpus Christi, Mr. Nash said in announcing the project last Thursday. He added that Texas Telenet also plans to apply for TV permits in Waco and Fort Worth and that it intends to operate microwave relays at 30-40 mile intervals between several Texas cities and to bring 60% of the state's population within its reach.

Telenet's plans envisage affiliated television stations in Dallas, Houston, Beaumont-Port Arthur, Wichita Falls, Sherman-Denison, Texarkana, Marshall, Corsicana, Tyler, Palestine, Temple, Bryan, San Marcos, New Braunfels and other points, Mr. Nash said.

Gov. Beauford Jester is one of the directors, and the officers, all of whom are also directors, include besides Mr. Nash: Herman Heep, vice president; David T. Roche, treasurer; M. T. Stallter, secretary, and T. E. Daniels, chief engineer. Mr. Stallter, former U. of Texas football star, has moved to Austin from New York, where he was vice president of American Airlines. The other officers also are all from Austin.

Directors in addition to the officers and Gov. Jester are: Earl F. Slick, San Antonio; Guy I. Warren, Corpus Christi, and Robert Thomas, Fort Worth.

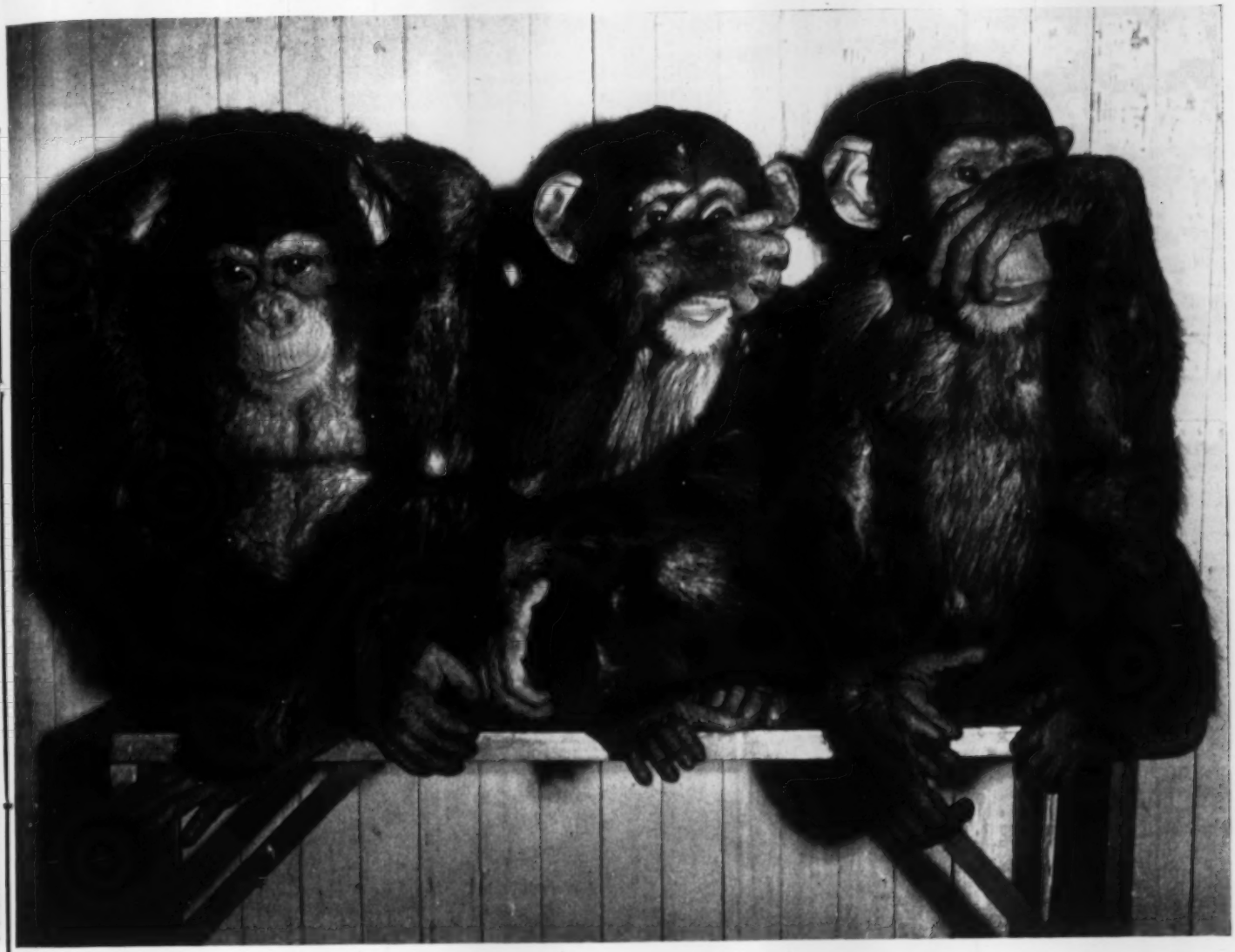
REP. JOHNSON SHADED IN SENATE SEAT RACE

UNOFFICIAL final tally of votes in the Democratic runoff primary for the post of junior U. S. Senator for Texas showed Rep. Lyndon B. Johnson the loser to former Gov. Coke Stevenson by the slim margin of 362 votes.

But Rep. Johnson, whose wife, Claudia, is president of KTBC Austin, has one more chance to shade the former governor and move over to the Senate side on Capitol Hill. That chance hinges on the outcome of the legal canvass of the election by the Democratic State Executive Committee of Texas Sept. 14.

Rep. Johnson, who had held a slim lead over Mr. Stevenson as the unofficial tallying neared a close, lost out in the final lap. Returns from Texas' 254 counties showed he had finished with 493,968 votes to Mr. Stevenson's 494,330.

Hubert Mewhinney, KPRC Houston commentator and *Houston Post* columnist, polled 17 write-in votes in the Texas senatorial race.



"Hear no evil..."

The three monkeys holding their ears, eyes, and mouths have stood for the saying, "Hear no evil, see no evil, speak no evil," for a long, long time.

We print their picture to point out that W-I-T-H feels just that way about the other radio stations in Baltimore, the nation's 6th largest market. We hear no evil about them, see none, and speak none.

But we must also tell you that W-I-T-H is the very best buy in this rich town. It covers 92.3% of all the radio homes in the Baltimore trading area.

W-I-T-H is indeed the BIG independent with the BIG audience. Call in that Headley-Reed man and get the full story today.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

PRINCIPALS at ground-breaking ceremonies for transmitter building and tower of WOR-TV (Bamberger Broadcasting Service Inc.) New York Aug. 30 in North Bergen, N. J., [BROADCASTING, Aug. 30] were (l to r): J. R. Poppele, vice president in charge of engineering at WOR; Theodore C. Streibert, WOR president, and Paul Cullum, mayor of North Bergen. WOR-TV expects to be on the air soon after the first of the year on Channel 9 (186-192 mc).

AFRA MUM AS MUTUAL PLANS DeMILLE SHOW

ALTHOUGH definite plans have been announced by Lewis Allen Weiss, MBS board chairman, for an hour dramatic format in late fall with Cecil B. DeMille as producer-narrator, AFRA remains mum on its position with regard to the motion picture producer.

Difficulty with AFRA springs from long-standing refusal of Mr. DeMille to pay a one-dollar political assessment. The union does not regard the movie producer as a member of the union. Consequently, the AFRA attitude seems to be that the next move is up to him.

Mr. DeMille likewise remains mum on his position with regard to AFRA. A special meeting of the AFRA board of directors was held in Hollywood last week but nothing concrete developed. Actually, union stand is that Mr. DeMille must apply for reinstatement before attempting to participate as narrator-producer of the series.

$150,000 Spot Campaign Is Planned by Wine Firm

BISCEGLIA Brothers Wine Corp., Long Island City, New York, will spend about $150,000 in spot radio campaigns during the next 12 months, beginning with a New York City area promotion Sept. 14, to introduce a new "Junior Jug" bottle of wine.

Stations to be used are WLIB and WJZ New York, WPAT Paterson, N. J., WAAT and WNJR Newark, and WICC Bridgeport, Conn. On Sept. 28 the campaign will extend to the following Ohio markets: Columbus, Cincinnati, Toledo, Springfield, Dayton, Lima and Mansfield.

A similar promotion in Pennsylvania is expected later. About 10 spots a week will be used on each of the foregoing stations, according to the Bisceglia agency, St. Georges & Keys Inc., New York.

BULOVA PROBE

FCC Investigating Staff In New York

FCC has reactivated its long-dormant probe of the Arde Bulova radio operations, with John E. McCoy of the Law Bureau heading an investigating staff at work in New York, where the watch manufacturer controls WNEW and WOV.

The investigation grew out of a hearing, started in 1946, on an application of WNEW for renewal of license and a power boost from 10 to 50 kw on 1130 kc. The hearing was adjourned indefinitely in late August 1946 to permit the FCC staff to investigate "charges inferred" by the Missionary Society of St. Paul the Apostle (Paulist Fathers) before it withdrew its application for WNEW's facilities and dropped out of the proceeding [BROADCASTING, Sept. 2, 1946].

The charges, never definitely stated, related to Mr. Bulova's acquisition of some nine stations in the period 1936-41. Authorities said the current probe deals particularly with a petition filed June 25, 1947, by the International Catholic Truth Society charging that Mr. Bulova and other officials or stockholders had "violated the truth" in filing FCC reports and had given "false or evasive information" on the ownership of "several other radio stations controlled by said Bulova and his cohorts."

Truth Request

The Truth Society asked permission to take part in the hearing. Its request has never been acted upon.

FCC's current investigation is being handled by Mr. McCoy, who now is head of the Television Branch of FCC's Law Bureau, but whose connection with the case dates to the 1946 hearings; and Raymond Lewis, also of the Law Bureau, and Robert D. J. Leahy, of the Accounting Bureau.

The probers have been at work in New York for about two weeks. This phase—in which General Counsel Benedict P. Cottone also participated at one point—reportedly is nearing completion. FCC Chairman Wayne Coy has instructed the staff to prepare the case for submission to the Commission as expeditiously as possible.

In its petition to intervene, the Truth Society told FCC it would introduce evidence against the accuracy of reports and testimony of Mr. Bulova and associates, and "evidence which it believes and alleges will tend to prove that said Bulova, his attorneys and business associates, have brazenly deceived and knowingly withheld from this Commission material and relevant facts pertaining to the acquisition, by them, of radio stations WCOP, WELI, WNBC, WOV and WPEN, which facts had they been disclosed to this Commission would have justified denial of sundry applications filed in connection with the proceedings involving said radio stations."

Replying in a brief filed July 3, 1947, by William C. Fitts Jr., of the law firm of Fly, Fitts & Shuebruk, WNEW opposed intervention on procedural grounds, and referred to "prosepective intervenors with private grudges to promote."

The brief maintained that Rev. Edward Lodge Curran, Society president and attorney, was counsel for the Paulists Fathers for many years and testified before the House Select Committee investigating the FCC in 1944 on "the same subjects which he now sets out as the subjects he would desire to cover if this intervention is permitted." Since the information apparently "has been available to him for several years," the station argued, he lacks adequate grounds for asking to intervene after the time limit has expired.

Answering the station, the Society noted that it had sought unsuccessfully to intervene on comparable grounds in two previous cases.

In 1937, the Society said, it protested a transfer of WPEN Philadelphia to John Iraci, who, the petition contended, got financial support from Mr. Bulova and whose administrators subsequently sold the station to Mr. Bulova after Mr. Iraci's death—for $267,000, the same price paid by Mr. Iraci, according to the petition. The Society said it also protested when Mr. Bulova later sold WPEN to the *Philadelphia Bulletin* for $620,000.

When FCC adjourned the 1946 hearing, spokesmen for WNEW said they would welcome such investigation as the Commission cared to make. More recently, the station has filed two petitions for

(Continued on page 54)

All Quiet at AFM On British Action

Petrillo Declines Any Comment On Reports of Record Ban

THE AMERICAN Federation of Musicians declined to comment last week on an announcement from London the week before that the British Musicians Union has forbidden its members to cut British records in conjunction with American talent, unless the union has given written permission. The edict was effective Aug. 27.

A publicity representative for the AFM said Friday that James C. Petrillo, AFM president, took the view that it would be improper for his union to comment on any action by a foreign union "that he had learned about only through the press."

95.2% KNEW SPONSOR OF 'TEXACO THEATRE'

A SPONSOR identification by the audience of 95.2% was recorded for the *Texaco Star Theatre* in the August City Teleratings Report. The program, heard on the NBC television network Tuesdays, 8:30-9:30 p.m., had the highest sponsor identification among those rated during the six months of publication of the Hooper Teleratings for New York City, C. E. Hooper Inc. said last week.

The rating given the show was 33.4 for August. Top Telerating of 37.1 went to *Toast of the Town*. Rating of 33.2 went to 9-9:45 p.m. segment of the Dodgers vs. Philadelphia baseball game Aug. 9.

An added feature of the Telerating service announced by Hooper Inc. last week is a monthly estimate of the number of home video sets. The July figure covering New York area ownership was 242,100.

EXCLUSIVE affiliation contract between the DuMont video network and WGN-TV Chicago [BROADCASTING, Aug. 30] is negotiated by Humboldt J. Greig, sales manager for the network, and (l to r) William A. McGuineas, commercial manager of WGN Inc.; Lawrence Phillips, director of the DuMont network; Frank P. Schreiber, manager and treasurer, WGN.

THE BEST IN RADIO
United States Steel Corporation
presents
The Theatre Guild on the Air
Sept. 12, 1948
"A BELL FOR ADANO"
* * * *
starring
ROBERT MONTGOMERY
THE BEST STARS
THE BEST PLAYS
Theatre Guild on the Air
4TH Gala Season starts Sept. 12
TO OFFER radio listeners the best in dramatic entertainment . . . that was the objective when United States Steel first sponsored Theatre Guild on the Air in 1945.
Since then, this full-hour Sunday night show has presented 121 plays—selected from the theatre's outstanding hits. Distinguished stars of stage and screen—many from the original casts—have re-created for nationwide listeners the roles that thrilled the limited audience of the legitimate theatre.
Now the curtain goes up on another season of Theatre Guild on the Air. There'll be more of the theatre's famous stars . . . in celebrated plays . . . to entertain the nation with the theatre's best!
SUNDAY NIGHTS—American Broadcasting Company Network
USS STEEL
UNITED STATES STEEL

Nielsen Reports

(Continued from page 29)

ters, the tape is decoded and the information reported on punch cards in 10 seconds by an automatic decoding machine which turns out some 20,000,000 cards annually. To speed calculations, the company has ordered, at a cost of $500,000, the first commercial adaptation of the Univac Electronic Computer, war-developed device which can accept 3,000 new numbers a second and perform 20,000 multiplications or 2,000,000 additions or subtractions a second.

At present, Mr. Nielsen reported, delivery of a rating report takes five days and delivery of a complete report takes eight days. By April of next year, when 50% of the Audimeters will be of the mailable-tape variety, the delivery time will be reduced to three days for the ratings, six to seven days for the complete reports, with further reductions to two days for ratings, four to five days for complete reports, when the Audimeter homes are all M-T equipped. When the electronic computer is operating, if it proves as effective as anticipated, ratings should be delivered in a day and a half and complete reports within three days.

Speedup Advantages

This speed-up in the collection and handling of audience data, plus the increase in the number of reports from two to four a month, should give advertisers, agencies and broadcasters all the information they need as rapidly as they can use it, Mr. Nielsen believes. At the offset, he said, the company will continue to issue only two pocket-pieces a month, the reports on the extra two weeks being provided in simpler form and covering only evening and weekend programs of subscribers. He intimated, however, that this half standard, half custombuilt service, can be expanded into full standard service whenever there is sufficient demand for it.

Service will be offered with all separable features optional, starting with rating reports only, at about the same price as for the Hooper service, and building up to the complete service which will cost agencies not much more than the coincidental rates, and which will cost advertisers less than they are paying Nielsen at present. Probably the most significant change in the sales policy, Mr. Nielsen said, is making the service available to agencies whether or not any of their clients subscribe and making it usable with all of their clients whether or not they use radio. The networks, which last year rejected the opportunity to underwrite this new service, will be shown the presentation, Mr. Nielsen stated, but no price for network participation has been set.

The national NRI service will begin in January, the speed-up in delivery of reports in April, and video audience measurements in the New York area in May. Company stated that the radio and video measurements will be made so as to reveal the effect of the installation of TV sets on listening to sound broadcasting.

Advertisers and agencies may get, under the new plan, data from the NRI Pacific Network Service and NRI Station Area Service, and Nielsen also will make available to each client studies of his own non-network programs and announcements on either a ratings or full analysis basis. Advertisers in the food and drug fields may also subscribe to the Nielsen Consumer Index Reports, based on marked-package inventories of food, drug and other household products made by personal bi-monthly audits in NRI homes, to start Jan. 1, 1949.

Commercial audience ratings, showing the number of homes reached by one or more commercial announcements on network programs as revealed by the continuous minute-by-minute Audimeter reports, have served as valuable guides in maximizing the number of homes reached and, when correlated to dollar expenditures, to show the number of commercial impacts per dollar, Mr. Nielsen said. Commercial audience studies plus analyses of the commercial pressure exerted by any combination of programs and further experiments in analyzing program-market relationships are all included in the NRI package now offered to advertisers and agencies, he stated.

Louisville is rich but Kentuckiana is richer

Metropolitan Louisville is an important part of the WHAS Kentuckiana market . . . BUT in terms of effective buying income Metropolitan Louisville represents less than one-fifth of the complete Kentuckiana market served and sold in its entirety only through WHAS.

Effective Buying Income:

Metropolitan Louisville . . . . . $ 879,148,000

WHAS Kentuckiana Market*. $4,911,325,000

CBS

WHAS

Louisville, Kentucky

The only radio station serving and selling all of the rich Kentuckiana Market

50,000 WATTS • 1-A CLEAR CHANNEL • 840 KILOCYCLES

Victor A. Sholis, Director — *J. Mac Wynn, Sales Director*

Reaching MORE for LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)

WHAS . . $130,968,666

STATION B $55,682,280

Ask Petry for PROOF

*The Kentuckiana Market is that market within the WHAS .5mv/m contour—with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Copr. 1948); further reproduction not licensed.

DISTRICT 14 OPENING SECOND OF NAB SERIES

SECOND series of NAB district-area meetings will open Wednesday when District 14 (Mountain States) meets at Mammoth Hotel, Yellowstone National Park, for a three-day session.

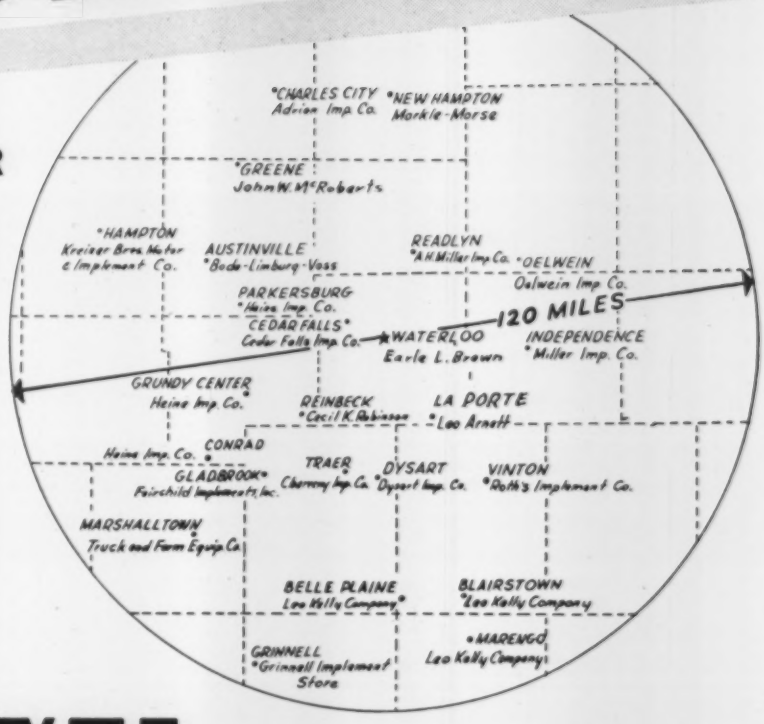
First day-and-a-half will be devoted to workshop discussions, with NAB staff members taking part. President Justin Miller and Don Petty, general counsel, will not take part as they will be attending American Bar Assn. meetings. They expect to join the swing around districts Sept. 12 when District 17 opens a two-day meeting at the Davenport Hotel, Spokane, Wash. District 14 also plans a BMB and music session Sept. 9, with the next day devoted purely to district problems.

District 16 will meet at the Ambassador Hotel, Los Angeles, Sept. 14-15, followed by the District 15 meeting Sept. 16-17 at the St. Francis Hotel, San Francisco.

Third series of meetings opens in October, with District 13 meeting Oct. 4-5 at the Blackstone Hotel, Fort Worth. District 6 will meet Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss. District 5 will wind up the series when it meets Oct. 14-15 at the Biltmore Hotel, Atlanta.

KXEL

RENEWS ANOTHER 312 NEWSCASTS★ WITH 20 IH DEALERS



These Smart INTERNATIONAL HARVESTER DEALERS Know That KXEL BLANKETS RICH NORTHEASTERN IOWA

International Harvester dealers *know their communities . . . know their customers . . . know how to reach them* with a selling message from Iowa's most powerful A B C outlet.

These 20 International Harvester dealers have found that **KXEL** advertising gives them a sales impact which cannot be achieved by any other medium. Nearly 600 Iowa Institutions using facilities of **KXEL** throughout the year have found that **KXEL** has the *"know-how"* to sell their merchandise.

★ **Featuring GRANT PRICE**
12:15 p. m. to 12:30 p. m.
Monday thru Saturday

50,000 WATTS

KXEL

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by
AVERY-KNODEL, Inc.

COVERING THE GREAT
"KXEL RURAL CITY"

50,000 WATTS

The 60 Second Workout*

When you want your client's message to get a 60 second workout in the Memphis market, choose WHHM!

According to the latest Hooper listening index, of the **FIVE** Hooper-rated segments, WHHM is

FIRST!!
in three segments

SECOND!!
in two segments

Never lower than second in a 7 station market. More than ever WHHM delivers

MORE LISTENERS
PER DOLLAR
IN MEMPHIS

WHHM

Music * Sports * News
MEMPHIS, TENNESSEE

PATT McDONALD, manager

FORJOE & CO., representatives

Member
Association of
Independent
Metropolitan Stations

***Vitalis Keeps Hair Handsome!**

New Eddy Post

(*Continued from page 27*)

elevated and subway trains.

First of Capt. Eddy's many patents, perfected while he was a Navy officer, was the Eddy Sound Detector, which is now standard equipment in U. S. submarines. Retired from the Navy because of a hearing disability, Capt. Eddy entered the television division laboratories of Philo Farnsworth. From this firm he moved to the television division of NBC.

Capt. Eddy was chosen by Paramount Pictures, entering the television field, to direct its first station, WBKB, in 1939. With the help of A. H. Brolly, chief engineer of the station, he constructed WBKB's first transmitter, using parts from two dismantled police radio stations. (Materials in 1939 were already short in supply because of war production.)

With advent of war in 1941, Capt. Eddy offered his services and WBKB facilities to the Navy. Before war's end, the service had trained 86,000 radio and radar technicians. Navy officials rated the training as a phenomenal technical development.

After the war Capt. Eddy supervised the rebuilding of WBKB and last December won the annual award of Television Broadcasters Assn. for designing and building the station's first relay system to South Bend. Hookup was used by WBKB for tele-transmission of Notre Dame home football games. He has devoted most of his time the past six months to development of a new relay system which incorporates principles that may revolutionize cross-country television communication.

Capt. Eddy's patents in this field also are licensed for manufacture to Television Associates.

Gelder WCHS Manager; Quirk Takes WKNA Post

THE APPOINMENT of John T. Gelder Jr. as manager of WCHS Charleston, W. Va., was announced last week by John A. Kennedy, station president. Mr. Gelder was manager of WKNA Charleston, W. Va., one of the Joe L. Smith Jr. stations.

To replace Mr. Gelder at WKNA, Mr. Smith announced the appointment of James T. Quirk as station manager, effective Sept. 13. Mr. Quirk was promotion manager at WFIL Philadelphia, prior to joining WKNA.

Mr. Kennedy, who also owns WSAZ Huntington, W. Va., stated that Howard L. Chernoff will continue as managing director of the stations and general manager of the *San Diego Journal*, owned by Mr. Kennedy.

PUBLIC SERVICE promotion of 15-week boxing tournament among Police Athletic League teams by WFIL-TV Philadelphia closed recently with more than 5000 spectators attending the finals. Station participated as part of its effort to combat juvenile delinquency. It offered prizes, gave out free tickets and telecast proceedings.

FCC Rules Out 'FX' Call For Facsimile at WFIL

"FX" as the hyphenated designation of facsimile stations was ruled out last week by the FCC, which held that the stations will have to be known by their FM call letters.

The Commission refused WFIL-FM Philadelphia's request to use WFIL-FX as the call during simplex facsimile broadcasts. Said FCC:

"Station is licensed under the rules governing FM broadcast stations and the facsimile broadcasts are authorized under the provisions of these rules. The use of call letters other than those assigned to the station would appear to cause confusion, which would be particularly objectionable during the initial commercial facsimile broadcasting."

Radox

(*Continued from page 29*)

the time covered by the survey. Charges to sponsors are based on a percentage of the cost of the program tested.

With Radox, Mr. Sindlinger uses another two of his "X" developments—Teldox and Recordox. Teldox is a pre-testing system which he has used in determing whether a book, a play or a program will be a success. By his Teldox testing he hit the jackpot in anticipating public reaction to the play "Brigadoon," which he even helped back.

Recordox, on the other hand, is a system of interviewing audiences by use of a tape recorder. By it his reporters will go to a home where a monitor is installed, record the answers in their original tones, and do so after a series of extraneous questions—so the interviewee is off guard and never aware of exactly what was uppermost in the interviewer's mind. The effort of Recordox is to eliminate so-called "prestige" responses.

"Radio," said Mr. Sindlinger, "has been in show business for a long time without knowing who comes to the theatre. Radox will provide a minute-by-minute box office report of who is in that theatre."

A client, however, will be fed the raw facts of listenership via the teletype and will be able to draw his own conclusions from the detailed reports he will have of the radio homes studied. Reports on the homes will be supplemented periodically. Such supplements will include inventories of the houses. By the inventories, it will be possible for a sponsor or station to see whether there is any correlation between the householder's listening habits and what he buys.

Mr. Sindlinger is already at work on installation of its second group of 60 monitored radio sets in the second of nine Philadelphia areas. He expects to monitor a total of almost 600 sets in the Philadelphia area. Plans for setting up Radox in other cities are in an elementary stage.

There's a lot more to it than this...

In every business friendly personal relationships are a big help. But that's only the beginning of the story . . . there's a lot more to it.

You've probably noticed that the people who are most welcome in your own office are those who never waste your time . . . who talk *your* business and know what they're talking about. Weed and Company representatives are like that.

They sell a very good product—Spot Radio—one of the most precise and most profitable forms of modern advertising. They sell it right—for what it can do for *you*.

Behind their ability are a number of qualities: experience, associations, persistence. Even more fundamental, perhaps, are plain hard work and the expert knowledge it gives. For these are the two factors that produce most of the results most of the time . . . the two factors that make Weed & Company service so valuable to any advertiser.

Weed and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

THE LAST ROUNDUP of 'Radiorama's' cheesecake includes Grace McNaughton, on CBS's "Lum 'n' Abner," program sponsored by Miles Labs.

BREATHES there an editor with soul so dead who hath cruelly declared: "No more cheesecake."? Yep! Miss KURV, Nancy Lou Schindler of Edinburg, Tex., included.

WHY, it's almost unpatriotic! Not even an encore for beautiful Jody Miller, selected in WWDC Washington's contest as Miss Washington of 1948? That's the Capitol, in case you are interested—or had noticed.

HOW could you, boss? Patti Luer, Miss Montana, sings, too! She's heard Thursday nights on the Z-Bar network program usually originating in Missoula, Mont.

YES, I know we have space problems. But campaigns are a timely subject. Drum Majorette Jane Quinn—not Mr. McNeill—gets my vote.

NOT even if they come in gorgeous bunches? Betty Jane Bruce (fourth from l) was named "Miss Greater Philadelphia" in WCAU-TV's contest. Have a heart, Mr. Editor, Look at that queen!

THAT'S the new look, chief—not cheesecake. WSAZ Huntington's Charlotte Garner introduces Jane Ellen Queen (r), "Miss West Virginia" and amateur golf champion, Bill Campbell (r). Sport Director Jack Bradley helps hold prize—cup, that is.

THAT smile is enough to extinguish fire in a dragon's eyes. It probably won't faze you, boss. Barbara Walker Hummel (r), "Miss America of 1947," is interviewed by WRBL Columbus' Jeanne Petersen during "Miss Georgia" pageant.

SOME potential mind-changers are Foote, Cone & Belding's Chicago beauties at an outing. (L to r standing) Margaret Algar, Jane Hyden, Marge Flotron (l to r seated) Carla Reyner, Jackie Renouf, Genevieve Lemper, Gwen Dargel, Dorothy Hoffman, Joan Graurer.

MAYBE these "Miss Mermaid" contest winners from eight cities will defrost you. WMID Atlantic City's announcer, Johnny McNevin introduces finalists. Miss Pat Varner, Chicago, (third form l) won.

CONGO beauties pose for radio pictures too. No contest winners these—just a group of housewives helping Rev. C. R. Stegall, Belgian Congo missionary, tape record series of 15-minute programs for WROD Daytona Beach. And so with a reminder that future 'Radiorama' will have no more of this—BROADCASTING turns a cold shoulder to all glamour . . . until 1949.

On WCAU you're in Philadelphia

50,000 watts

"Umbrella Coverage"—in all directions

Nation's third largest market

First in every Philadelphia listener's survey ever made

CBS affiliate

THE PHILADELPHIA BULLETIN STATIONS

Seven-Tower Array Using BLAW-KNOX Self-Supporting Towers

This seven-tower directional array was designed to protect several stations operating on the same frequency. Six towers are used during the night and the seventh, with two night pattern towers, give excellent daytime coverage. Due to the location it was necessary to place gravel fills through the ice to a depth of over 30 ft. before pile foundations could be driven to solid ground. Towers are Blaw-Knox Type CN, base insulated 225 ft. high.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

BLAW KNOX

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

SHOWN after a two-day examination of entries in the Press Leadership Competition, conducted by WHCU Ithaca, N. Y., Cornell U. station, are (l to r) Morris L. Ernst, attorney; Eugene Meyer, board chairman, "Washington Post," purchaser of WTOP Washington; Edward R. Murrow, CBS commentator. The winner, selected from weekly papers in the WHCU area, will receive $1,700 at the Annual Weekly Press Dinner at Cornell Sept. 11.

PROPAGATION STUDY ON SKYWAVE READY

A STUDY of elementary principles of ionospheric or skywave propagation, illustrated with charts, graphs and equations, was released last week as prepared by the Central Radio Propagation Laboratory of the National Bureau of Standards. The 209-page volume, titled *Ionospheric Radio Propagation*, is available at the U. S. Government Printing Office at $1 per copy.

In part, the study is a revision and expansion of the *Radio Propagation Handbook* prepared during the war at the request of the armed services.

It deals with the frequencies from 500 kc to about 30 mc and is intended "to set forth in simple form the physical and mathematical theory underlying the principles of radio communication by reflection from the ionosphere and to bring these principles into understandable relation with the practical problems of radio communication."

Subjects include the theory of radio-wave propagation, measurement techniques, structure of the ionosphere, variations of the ionosphere, maximum usable frequencies, ionospheric absorption and skywave field intensity, radio noise and required field intensity, and lowest required radiated power and lowest useful high frequency.

Gentile and Binge Move 'Early Morning Frolic'

MOVE of the comedy team of Joe Gentile and Ralph Binge and their program, *Early Morning Frolic*, from CKLW Windsor to WJBK Detroit was announced last week by Lee B. Wailes, vice president in charge of operations for Fort Industry Co., licensee of WJBK. The move is effective Sept. 8.

Billed as "the zaniest pair in radio," the gross exaggeration of sponsor's products has built the pair to one of Detroit's most popular radio teams, according to the station.

Telestatus

(*Continued from page 16*)

film programs occupied the video airwaves for 15 hours and three minutes, or 5.7% of the surveyed week.

Three of the 21 network video programs were on film, and those were the only three to be broadcast by network affiliates beyond the Eastern hookup for simultaneous live broadcasting, indicating that the various systems of recording live shows on film from a receiver tube for delayed broadcast on non-connected affiliates had not been adopted by any TV network sponsors as of the beginning of August.

Comparison of the relative amount of time given the various program classes in August with the June tabulation (Table IV) shows that while sports programs were first in both months, variety shows, third in June, have traded places with news and now rank second. Drama remains in fourth position and announcements rank fifth, up from sixth place in June.

Children's programs, seventh in June, now rank sixth, with audience participation shows in seventh place, up from tenth in June. Quiz shows rank eighth, same as two months before; educational programs have dropped from fifth to ninth; musical shows have risen from twelfth to tenth spot, and discussions dropped from ninth to eleventh. No commentary or special events programs, other than sports, was on the August lineup.

From the standpoint of commercial TV time, video announcements, including time signals and weather reports, accounted for only 13 hours and 10 minutes, or 5% of the total (Table V). A truer picture of the commercial importance of these minute and less-than-a-minute spots is perhaps given by Table VI, which shows 199 advertisers sponsoring announcements, compared to 146 program sponsors. The contrast is particularly marked in the local field, where 133 advertisers sponsor announcements on local TV stations, but only 71 advertisers buy program time.

WARRENS' TRIAL SET FOR DENVER SEPT. 16

AFTER a preliminary hearing in Denver Tuesday, Nathan J. Warren, and his wife, Margaret, arrested by Denver authorities for allegedly selling radio time to western stock breeders fraudulently [BROADCASTING, Aug. 23, 30] were bound over for trial Sept. 16.

The Warrens, released from county jail Aug. 26 on $5,000 bond each, are charged with "conspiracy to commit confidence games and to obtain money under false pretenses." They were arrested Aug. 25 on evidence gathered by district attorney investigators as a result of broadcasters' and breeders' complaints that time was being sold on national farm programs fraudulently.

"OH, IF YOU KNEW SUSIE (Ky.)!,

like I know Susie (Ky.)!" . . . well, Sir, it's ten to one you wouldn't be interested. Still, if you think you might be, we'd be only too happy to give you her name, address and *population*.

Then you'd see why WAVE does its courting in the Louisville Trading Area. In this *one* richest Kentucky market alone, there are 232,310 radio families, representing a *greater buying potential* than all the rest of the population of the State *combined*.

If you would a'courting go, kind Sir, may we poetically suggest: "For sales that are doozie, forget about Susie." May we speak for you, John?

LOUISVILLE'S WAVE

NBC AFFILIATE

FREE & PETERS, INC.,

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

FROM FCC TO WFAX

Former Investigator Newcomb Runs 250-w Daytimer

WFAX, operated by Lamar Newcomb, former FCC investigator, and his wife, went on the air at Falls Church, Va., last Wednesday as a 250-w daytime outlet.

Station is one of the first in the country to take advantage of a recent FCC regulation permitting stations which are far apart on the dial to share a radio tower. WFAX shares the WQQW Washington tower. WQQW, a 1-kw daytimer, is on 570 kc while WFAX is on 1220 kc.

Entire facilities of WFAX are located in four rooms above a filling station.

Mr. Newcomb, who did the original FCC investigative work that eventually forced the notorious gland "rejuventor," Dr. Brinkley, off the air in Mexico, is handling the station's business affairs. His wife is musical director. There are two announcers, John Kramer and Bruce Rhoads. Programming is keyed to WFAX's intention of being a community service station.

Former Senator Is Named KPAN Hereford Manager

KEY MEMBERS of the staff of KPAN, new 250-w station at Hereford on the southern edge of the Texas Panhandle, have been announced by Marshall Formby, station manager and former state senator.

The staffers are: H. W. Blymiller, commercial manager and program director; Clint Formby, chief announcer; Rea Bowman, chief engineer; Faye Bowman, script writer, and Mrs. Elmer Patterson, news editor.

KPAN operates on 860 kc from sunup to sundown. It has United Press wire service.

Management

BEN DECKER, former commercial manager of WEAT Lake Worth, Fla., has been appointed assistant manager of WTNT August, Ga. He started in radio as a vocalist, later doing producing and singing over WTAM and WGAR, both Cleveland stations. Moving to West Palm Beach, Fla., he was named program director of WJNO, leaving there to become program director of Radioland of Great Lakes Exposition. Prior to joining WEAT he had been commercial manager of WWPG Palm Beach.

NORAH K. DONOVAN, formerly on legal staff of ABC, has announced opening of her own law offices at 681 Fifth Ave., New York. Among her fields of specialization is radio and television law.

ANSEL E. GRIDLEY, formerly with WHOO Orlando, Fla., is now managing WRMS, new radio station in Ware, Mass.

GARO W. RAY has assumed personal direction of WWON Woonsocket, R. I.

EARLE G. CLEMENT has announced his resignation as general manager of WEIM Fitchburg, Mass. He previously managed WLNH Laconia, N. H., and prior to that served on staff of WTAG Worcester, Mass. His plans for the future have not been disclosed.

FRANK V. WEBB, former vice president and general manager of KULA Honolulu, has been appointed general manager of KFH Wichita. Appointment was effective Aug. 30. Mr. Webb went to Hawaii two years ago and organized staff and directed construction of KULA. He previously was manager of Los Angeles office of Avery-Knodel Inc.; spent some five years with WOWO Fort Wayne, Ind., and KDKA Pittsburgh, and was broadcasting division general manager for Farnsworth Television and Radio Corp., Fort Wayne.

Mr. Webb

EVERETT SHUPE, station manager of KVOR Colorado Springs, Colo., has been elected a director and assistant treasurer of Outwest Broadcasting Co., KVOR licensee.

HURBELL ROBINSON, CBS network programs vice president, is in Hollywood from New York for two weeks' conferences.

JIM BROWNE, owner-manager of CKOV Kelowna, is in hospital with broken arm and leg.

WILLIAM BANKS, president and general manager of WHAT Philadelphia, is in Hahnemann Hospital, Philadelphia, undergoing treatment for a bad back.

LLOYD MOORE, manager of CFRB Toronto, is convalescing as result of coronary thrombosis.

GROUND IS BROKEN FOR LAMB'S WICU (TV)

GROUND breaking ceremonies were held Aug. 28 for the building to house WICU (TV) Erie, Pa., Dispatch Inc. station. Edward Lamb is president of Dispatch Inc. which publishes *The Erie Dispatch*. Building will also house WEEL (FM).

In starting work on the project Mr. Lamb said that "in bringing television to the Erie area, Dispatch Inc., must carry out its announced determination to broadcast in the public interest and in the advancement of culture and education for the people of the Tri-State area."

Paul Albracht, general manager of the newspaper, said that personnel are now being engaged and that plans call for affiliation with "one of the big networks." He added that "although most of the programs will originate in Erie it is expected that when connection is made with the coaxial cable programs from New York City, Chicago, Hollywood and elsewhere will be available to TV set owners in the Erie area."

The cost of construction of the station was given by the paper as over $275,000.

GRADUATE students at Northwestern School of Journalism are to broadcast Northwestern's home football games this fall. Programs will be fed to WNMP and WEAW (FM) Evanston, Ill.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

Evening Edition — THE DAILY ARGUS-LEADER — Evening Edition
"South Dakota's Leading Newspaper"
16 PAGES ★ SIOUX FALLS, SOUTH DAKOTA, TUESDAY, AUGUST 10, 1948 PRICE FIVE CENTS

RECORD CORN CROP IS SEEN

2nd LARGEST WHEAT CROP IN PROSPECT

Agriculture Dept. Estimates Higher Than Those of Month Ago

Washington, Aug. 10—(AP)—The Agriculture department today forecast this year's corn crop at 3,506,363,000 bushels and the wheat crop at 1,284,323,000 bushels. These figures were based on conditions prevailing August 1.

The corn estimate is 177,501,000 bushels more than the record of 3,328,862,000 indicated a month ago.

SOUTH DAKOTA

A corn crop of 129,220,000 bushels, the largest in 21 years, is forecast for South Dakota as of August 1 by the State-Federal Crop and Livestock Reporting Service.

Corn production of 129,220,000 bushels is now estimated for this year compared with 75,430,000 bushels last year and the 10-year (1937-46) average of 75,711,000 bushels.

KELO COVERAGE AREA COMPRISES ONE OF THE RICHEST FARM AREAS IN THE NATION and THE Best SALESMAN IN THIS AREA is KELO

NBC

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

WXYZ

and only WXYZ offers you a complete merchandising service in the great Detroit market . . .

Here's how it works: A noted citrus packer wanted to introduce his line in the Detroit market. Because WXYZ has a reputation for *complete* merchandising, WXYZ landed the *complete* assignment: jobbers, distribution, etc. In the FIRST year, sales zoomed from 66th place to 12th place!

If *you* have a product to sell in Detroit, remember: 1) WXYZ has tremendous sales power . . . 2) only WXYZ in Detroit offers a complete merchandising service . . . 3) at WXYZ the emphasis is on *sales efficiency!*

At present, WXYZ has available . . .

Abbott & Costello, 9:30 pm, Wednesdays. This popular network show, starring Hollywood's top comedy team, is available *locally* over WXYZ.

Baukhage Talking, 1:00 pm, Tuesdays and Thursdays. A prestige news program from the nation's capital, in an ideal noon time spot.

America's Town Meeting of the Air, 8:30 pm, Tuesdays. Famous personalities, vital issues, exciting debate on America's favorite radio forum.

Mr. President, 2:30 pm, Sundays. Starring Edward Arnold. The program that has *everything:* history, patriotism, drama, thrills, suspense!

. . . your best bet—both ends of the alphabet

1270 KC—5,000 WATTS

Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ—New York 50,000 watts 770 kc
WENR—Chicago 50,000 watts 890 kc
KGO—San Francisco 50,000 watts 810 kc
KECA—Los Angeles 5,000 watts 790 kc
WXYZ—Detroit 5,000 watts 1270 kc
WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

ABC American Broadcasting Company

SMART

RTEST MAN

in the world . . .

YOU'LL find one in every community . . . a kindly old judge, a family doctor, a clergyman . . . someone to whom his neighbors turn for sound, friendly advice, for a helping hand, for alert and public-spirited efforts in behalf of his fellow citizens. He's a public institution. On a much larger scale, and in a slightly different sense, the seven Fort Industry Stations are public institutions, too. Each, through its alertness to the needs and wants of the community as a whole, and through its public service efforts, has earned a prestige-ful position in its area. To advertisers this means their messages are being spoken by a station with a listened-to, authoritative voice.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

Editorial

Ledger Domain

MORE MONEY is being spent for radio time this year than any other year in radio's history.

A desirable situation, if the statement is accepted without question. But start dissecting this record radio gross and sobering thoughts pop up one after another.

First of all, this money is being spread over some 2,400 station ledgers and the list will be even larger by the end of the year. Established stations are still doing all right in most markets, but the intra-medium competition will become more severe with each passing month.

Then there is the constantly rising cost of station operation, along with warning signs on the horizon due to inflationary factors and an upset international situation.

And finally, radio management is encountering effects of vast promotional campaigns by competing media. Fortunately, broadcasters are about to do some overall promoting of their own when the all-industry presentation film is completed, but the money they are spending to sell radio against other media is trifling in comparison to competitive promotion.

The answer, obviously, is better operation all along the radio line. Supported by the medium's inherent ability to influence the mass market with speed and impact, a down-the-line strengthening of sales and promotion effort should bring most stations into a strong 1949 financial position without phoney ballyhoo, unfair competitive claims or managerial ledgerdemain.

Back-Door Effrontery

CONSIDERED side by side with its defense of the Port Huron decision, FCC's latest move in the giveaway tangle is both illogical and indefensible. It is another demonstration that the Commission is not content to have its cake and eat it too.

Called on the Congressional carpet a few weeks ago to explain its Port Huron effrontery, the Commission protested with persistence if not persuasiveness, that the decision merely said the same thing that Congress had meant all along, albeit Congress on several occasions had refused to enact into law anything that closely resembled it.

Pink-faced, FCC now suddenly discovers that the lottery section of the Communications Act, the foundation of its proposed ban on giveaways, is no longer there—has been bodily removed by Congress and put instead into the Criminal Code. Surely the Congressional intent here is more clear-cut than that which FCC saw—or said it saw—in support of the Port Huron decision.

The language of the lottery section carries far beyond FCC's jurisdiction, extending to "persons" over which the FCC has no control, and specifying punishment to be imposed by the courts. Aside from that, it seems obvious that Congress moved the section into the Criminal Code because Congress intended for transgressors to be dealt with by criminal prosecution, by judicial process and not by licensing reprisals or quasi-judicial regulation.

But the FCC has as sharp an eye for loopholes as any of those at whom it has ever lifted an eyebrow. Overlooking the obvious, the Commission announced with a straight face that the Congressional recodification merely "reaffirmed" the policy against lotteries, and that therefore the FCC would stick to its campaign against giveaways.

Of course Congress "reaffirmed" the policy, but that seems a singularly astigmatic view. The significant point, which FCC carefully avoids, is that Congress went further. It clearly intended enforcement of the lottery law to be in the hands of the Justice Dept. We hold no brief for the giveaways. But we do maintain that the Commission has no moral right to go stealing in the back door after the front has been so clearly locked in its face.

It is unfortunate that the FCC, which lately has put so much emphasis on the importance of "fairness" on the part of others, should consider its own behavior irreproachable and its decisions beyond error. The art it serves would gain and the Commission itself would increase in stature if FCC did not think it necessary to writhe and squirm and dodge whenever it is shown to be on the wrong course; and if it would, instead, admit or at least accept its error and return to constructive regulation in the public interest which it, too, is pledged to serve, and within the bounds marked off by Congress.

War Chevrons

IF YOU had your ear attuned to the Washington grapevine, you would soon realize the military approach is "when we have war," and not "if we have war."

It's reminiscent of the months before Pearl Harbor. Then there were plans to commandeer all radio. Saner minds prevailed, however, and radio continued full service, in the face of equipment and tube shortages. Radio marshalled the home front for the all-out war. It was alerted in the event of bombing or invasion which, happily, never came.

Planning again is going forward in high places. Radio figures importantly. Proposals that there be universal radio silence, originating in the military, are being rationalized and modified, thanks to the alacrity with which informed elements in radio moved in.

Prospects of widespread use of radio-guided missiles in the next conflict spawned the arbitrary view that there should be "radio silence." Investigation indicates that broadcast services, which have relatively short range, could not be used with any degree of accuracy as homing devices for super-stratosphere rockets.

It is possible to "jam" that kind of warfare by introducing signals on the radio channels which would deflect the missiles from their pre-tuned courses. Besides, as one radio engineer pointed out to military officials at a recent conference, we already have a pretty well-organized system of jamming now functioning—authorized by the FCC which has licensed some 3,000 stations in AM, FM and TV.

In this atomic age, it is foolish arbitrarily to conclude that radio will not be affected should hostilities erupt. The most encouraging sign is that radio and the military are collaborating to afford maximum protection and minimum dislocations of an instrumentality that in the last war won its chevrons as an indispensable arm of defense.

Our Respects To—

FORNEY ANDERSON RANKIN

NEXT to the Parker 51 in Forney Rankin's inside coat pocket is an ever-present slide rule. Though he can't recite the engineering theory behind his calculations, he can explain the practical application of that slide rule to broadcasting—and what's more, he can do it in four languages.

These mixed talents will doubtless come in very handy in his latest appointment—international advisor to NAB President Justin Miller, as of Oct. 1.

He goes to NAB from the State Dept., where for two years he was associate chief of the International Broadcasting Division, taking a highly active part in international communications conferences. He has been a member of the U. S. delegation to the four-power International High-Frequency Conference in Paris in 1946; a delegate at the International Telecommunications Conference, and delegate and spokesman at the International High-Frequency Broadcasting Conference at Atlantic City a year ago. His most recent assignment was as chairman of the U. S. delegation to the High-Frequency Planning Conference at Geneva, Switzerland, through March and April of this year.

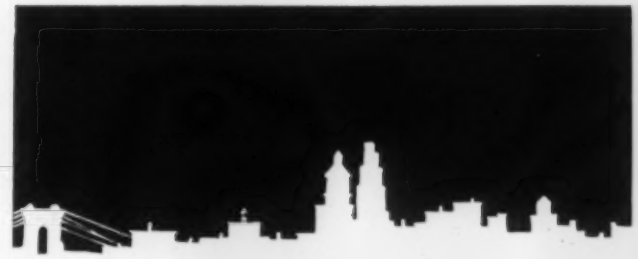
Though he has matched wits—and often brilliantly won the decision—with the best engineers in the world, Forney Rankin couldn't qualify for even a third class ticket from the FCC. And he is the first one to admit it. Despite his lack of academic knowledge of engineering, his knack for putting technical theory to practical use has won for him one of the top spots in international communications. Also, he is a born diplomat—without the striped trousers and dove gray cravat.

The 35-year old Mr. Rankin describes himself as "tall, red and baldish, and the only farmer in the State Dept." In a literal interpretation that description is accurate only as far as the first word. He *is* tall. The "red" applies not to politics but to his hair, which is puckishly tufted, and is responsible for his nickname, "Red."

The only furrow he has ever worked is the one in his brow, as he calculates his slide rule. He never was a farmer, though he was born and raised in the country, "Gaston County, N. C.—no town." The elder Rankin was a contractor, and all the sons engineers, except, ironically enough, for Forney.

He studied history and languages (French and German) at the U. of North Carolina,

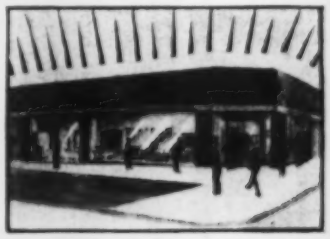
(*Continued on page 48*)



in cincinnati, ONE station ~~can do~~ did it

In 1922, John and Ferd Hengehold opened a tiny tire and battery shop on historic Mohawk Place in Cincinnati, a semi-suburban location far from the city's heavy shopping traffic. Over the years, their store became known as the Mohawk Furniture and Appliance Mart. Their new lines demanded more traffic than the location would normally produce. In 1937, they inaugurated a modest 15-minute Sunday afternoon show, "CANAL DAYS" over WSAI.

Since then, they have used *no other medium . . . no other radio station . . . no other program.* Now a half hour, this show began its 12TH YEAR in March. Today, the Mohawk store draws patronage from all of the city's sprawling trading zone . . . has 10,000 square feet of selling space . . . inventories 1400 items. IN CINCINNATI, ONE STATION CAN DO IT . . . if it's WSAI!



WSAI
CINCINNATI

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

POWER INCREASE

5 KW

NON-DIRECTIONAL ON 550 KC

KOY

550 kc PHOENIX

MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO

CBS

NATIONAL REPRESENTATIVES JOHN BLAIR AND COMPANY

Respects

(Continued from page 46)

and was graduated, a Phi Beta Kappa, in 1934. With the aid of Dean Miller of Duke (the same who is now Judge Miller of the NAB), Mr. Rankin managed to get "a fat scholarship" for graduate work at Duke.

At the same time he held down "the softest job I ever had"—doing biographies of N. C. Supreme Court justices, for $20 a month. As far as he knows, they were never used anywhere.

He returned to Chapel Hill (U. of N. C.) to study law from 1937 to 1939. Throughout the time of his graduate studies he was doing publicity and radio and newspaper work for conservation agencies, CCC and others. He later took a job with the Dept. of Agriculture Soil Conservation Service, which also entailed much radio writing and many appearances on North Carolina stations.

His outstanding work in the field took him to Washington headquarters where he soon became head of radio and press for the Soil Conservation Service. The documentaries he wrote at that time are still rated among the topnotchers of radio. They were heard on the Agriculture Dept.'s Consumer *Time*, *The Land We Defend*, and many other network programs.

Joined CIAA

Shortly after the war started Mr. Rankin was offered a job with the Coordinator of Inter-American Affairs. He was in charge of radio activities for the CIAA in Colombia, Venezuela and Ecuador. Again, the situation was paradoxical, for though he knows French and German well, at that time he didn't know a word of Spanish. But he went anyway, and now, of course, his Spanish is as perfectly polished as his French, German—and English.

He represented his country—and the CIAA—so efficiently that after two years he was named head of the CIAA office in Colombia, with headquarters in Bogota. He handled all media there, in addition to the exchange students with whom CIAA was working at the time.

In Technical Side

Two years later—he was in Latin America over four years—he accepted a position with the State Dept. Instead of the programming side of radio he had always worked with, he found himself in the technical end. As he had done often before, he merely adapted himself to the situation, and came out on top.

His work with the NAB calls for the tact of a higher echelon diplomat combined with the matter-of-fact approach of an engineer. And Forney Rankin seems born to the job.

He expects to attend the International High-Frequency Broadcasting Conference in Mexico City in October.

Almost any kind of athletic activity is Forney Rankin's dish. "I'll play on anybody's softball team," he says, and he will no doubt greatly enhance NAB's tottering 9 next summer. He also goes in for basketball, swimming, tennis, golf—you name it, he plays it.

The highly talented Mr. Rankin is, in addition, a star, from way back in amateur theatricals. He's been active in dramatic productions since high school days.

Most people would stop at those seldom-combined skills. Not "Red" Rankin. He has hand-made practically all of his children's furniture, chests, beds, chairs, desks, drawing boards—"as a matter of economic necessity," he quips.

The Rankins—Mrs. is the former Jean Smith Cantrell of Winston-Salem—are the parents of three boys: John 8, Charles 6, and Haywood 2½. They live in Falls Church, Va., a distant suburb of Washington. Last month, doubtless upon the discovery of the cosmopolitan Rankins in its midst, Falls Church graduated to cityhood.

Two New 50-kw Stations To Be Opened in Canada

OFFICIAL OPENING of two more 50-kw stations by Canadian Broadcasting Corp. were scheduled early this month. CBW Winnipeg was scheduled to be opened Sept. 3 by Premier S. Garson of Manitoba, and CBX Edmonton, will be opened by Alberta provincial officials on Sept. 8. A. D. Dunton, CBC chairman, and Dr. A. Frigon, CBC general manager, will be present at both openings.

Equipment at the new stations, marking the first CBC stations in Manitoba and Alberta provinces, was built by Federal Electric Mfg. Co., Montreal. Special one-hour programs on the Trans-Canada network inaugurated the stations, which form part of the Trans-Canada network. CBW replaces former CKY on 990 kc, and CBX occupies the 1010 kc channel, formerly occupied by CFCN Calgary, now on 1060 kc.

Commercial

HARRY V. MAYNARD, former Western Television Director of BBDO Hollywood, has joined television station KTLA Hollywood, as sales manager. Mr. Maynard had been with that agency for past four years, before which he was public relations representative of American Airlines, San Francisco.

PLEZ S. CLARK, business manager of KFH Wichita, Kan., for past ten years, has resigned. He has been on sick leave for several weeks following serious operation. Mr. Clark has not announced future plans, but he expects to remain in radio.

Mr. Clark

RUTH BREWER, formerly with WCPS Tarboro, N. C., has joined sales staff of WLBR Lebanon, Pa.

ELIZABETH KELLY, of bookkeeping staff WDRC Hartford, Conn., and Thomas Russell Jr. are to be married Oct. 16.

FORSTER M. COOPER, WDUZ Green Bay, Wis. sales manager, has been selected general chairman of Brown County Community Chest Drive for 1948.

WILLIAM C. BYRNES Jr., new to radio, has joined sales and promotion staff of WFPG Atlantic City, N. J. ALLAN J. JEFFERYS also has joined WFPG's sales staff.

FORJOE & Co. Philadelphia office has moved to larger quarters in the Widener Bldg.

NEIL COLLINS, formerly with Byer & Bowman Adv., Columbus, Ohio, has been named sales and promotion manager of WVKO-FM Columbus.

JACK BARKER, former musical comedy singer, is now time salesman at WJMO Cleveland, Ohio.

FORJOE & CO. has been appointed national representative for KXA Seattle.

ALLAN MAYNARD, formerly assistant purchasing agent and location auditor for Universal Pictures Co., Universal City, Calif., has joined ABC Hollywood, as purchasing agent for Hollywood-Los Angeles area.

BARRY KEIT, KWIK Burbank, Calif. national advertising manager, is on several weeks' visit East. During that time Mr. Keit plans to visit New York and Chicago agencies, and to arrange for a national representative for station.

BILL MITCHELL, salesman and merchandising manager at WBIG Greensboro, N. C., is the father of a girl.

WCKY Cincinnati, Ohio "Make Believe Ballroom" program has moved to the country. New rural setting will be Feldman Farm and Home Center, modern country store, near Milford, Ohio. Program will be combination of music and audience participation.

Less SALES-RESISTANCE IN THE BILLION DOLLAR MARKET!!

ESTIMATED CASH FARM INCOME $1,303,000,000

730 KC 1000 WATTS KWOA WORTHINGTON-MINNESOTA SERVING AND SATISFYING THE RICH FARM MARKET

REPRESENTATIVES: BULMER & JOHNSON, INC. MINNEAPOLIS, MINN.

New KDKA-FM tower, on campus of University of Pittsburgh.
All regular KDKA programs are now duplicated on KDKA-FM.

FAMOUS CALL LETTERS REACH RICH MARKET

When you think of Pittsburgh, do you think of the city of 700,000 where the Monongahela joins the Allegheny?

Or.. do you think of a vast tri-State trading area with a population of *seven million!*

This larger area.. ten times as populous as corporate Pittsburgh.. is the market you reach with KDKA, whose call letters shine brightly in Pittsburgh's skyline.

According to BMB, KDKA's daytime area includes more than 1,160,000 listener families in 117 counties. In this area, 1947 retail sales amounted to more than $5 billion. KDKA's nighttime area includes more than 1,300,000 listener families in 194 counties. Retail sales in 1947 topped $6½ billion.

No other station, no other medium gives you this coverage in the greater Pittsburgh market!

KDKA

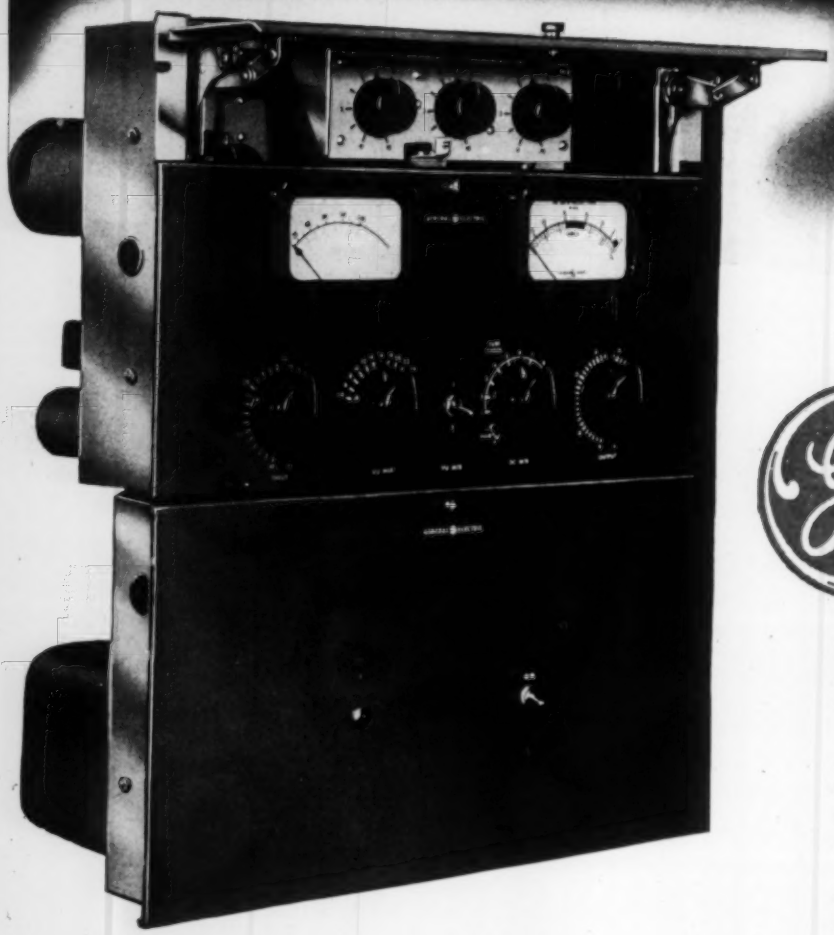
PITTSBURGH'S 50,000 WATT NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • WBZ • WBZA • WOWO • KDKA • WBZ-TV

National Representatives, NBC Spot Sales except for KEX
For KEX, Free & Peters

IN THE BATTLE FOR THE LISTENER'S EAR...



Here's increased coverage for your station!

with the new

G-E LIMITING AMPLIFIER

FITS neatly into your audio cabinet—attractive, sturdy, quiet. But what a *wallop* it packs when you want attention from Mr. Big—the listener!

Based on engineering developments by CBS engineers, the Limiting Amplifier has been designed by General Electric to give you greater coverage and more potential listeners without changing your present transmitter or antenna.

For more information, call your nearest G-E broadcast equipment representative, or write us. *Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.*

MEMO TO STATION MANAGERS:

▶ Increases modulation and thus makes signal reach farther, sound clearer.

▶ Raises effective signal strength—this means increased coverage.

▶ Low installation cost—quickly, easily mounted in G-E Audio Cabinet Rack.

▶ In FM, too—protect your listeners against receiver distortion caused by transmitter overswing. Dynamic range, so important in FM, is maintained.

MEMO TO ENGINEERS:

▶ Increases average level of modulation as much as 8 to 10 db.

▶ Anticipatory circuit prevents overmodulation—even on the first half cycle of the overmodulation peak. Automatic recovery time improves program fidelity!

▶ Prevents distortion and adjacent channel splatter.

▶ G-E popular hinged panel construction—easy to get at.

▶ Vertical mounted for better ventilation.

G-E Limiting Amplifier at the 50,000 watt transmitter of WTOP, Washington, D. C.

You can put your confidence in—

GENERAL ELECTRIC

160-G2A-6914

N. Y. Fall Outlook

(*Continued from page 24*)

date, and our knowledge of fall commitments will show an increase among BBDO clients."

At Fletcher D. Richards Inc., (formerly Campbell - Ewald Co., New York) prospects for this fall and early 1949 are " . . . materially better than they have ever been at any time in the past. Dollar volume this fall will be at least 45% over last fall's figures, and there is every indication that this higher volume will be continued in 1949."

Young & Rubicam, with extensive experience in television as well as radio, expects to be very active in both fields this fall, although the agency feels that radio will continue this fall and winter as "the heavyweight of the two, audience-wise." Sylvester L. Weaver, Y&R vice president and director of radio and television, said this:

"During 1948-1949 the vast strides television programming has made in recent months will become more readily apparent. In a limited sense home audiences for the first time will have an opportunity to compare good television with good radio . . . Television programming has made great progress. For example, the agency already has four half-hour network TV programs scheduled for sponsorship and others in prospect for the coming season."

Y&R billings, however, continue to show greater amounts spent by sponsors for radio than for television.

A similar situation exists at Kenyon & Eckhardt, which also has handled considerable television time. Leonard Erikson, K&E vice president in charge of radio, says that "no appreciable realignment of activity has been brought about in the K&E radio department because of the industry-wide upsurge in television." He estimates that half of the agency's total radio billings are in network radio.

"This fall at least two of our clients are using television," Mr. Erikson disclosed. "Plans are currently in preparation for the use of television by other clients. Funds for television are not being taken from regular radio appropriations. Additional sums are obtained from clients for use in the new medium."

Two agency executives gave BROADCASTING fall business outlook statements with similar characteristics of optimism and brevity:

Said Ray Vir Den, president of Lennen & Mitchell: "The fall business looks better than it did last year for radio, television, and the agency on the whole."

Said Harry Trenner, Wm. H. Weintraub vice president in charge of radio and television: "Radio at the Weintraub agency will be up 20 to 30%."

The onward and upward trend of New York radio is also mirrored in a component field which has shown tremendous development in recent years—the transcription industry. From Frederic W. Ziv Co., the news was especially heartening.

John Sinn, executive vice president of Ziv, predicted that this fall will find the transcription business "moving into its greatest peak period, with the year of 1949 hitting an all time high . . .

Mr. Sinn continued: "Local and regional advertisers have long discovered the effectiveness of the use of the proper big-time transcribed radio shows at a nominal cost. However, not until very recently have some of the national advertisers realized that they can make money-saving buys of transcribed programs, and put them to tremendously effective use on a spot basis.

"Also, many national advertisers are moving into television and using TV shows as the TV markets are opened. But in those markets where television is not available, these advertisers want to continue to increase their radio expenditures, and the high-calibre transcribed shows are again the answer. Add to all this the increased use of transcribed programs by local and regional advertisers as ET's get higher and higher Hooperatings, and you see why this fall should be far and ahead of the same period last year."

Mr. Sinn

Joseph Bailey, vice president of the Louis G. Cowan transcription firm, estimates the overall transcription picture for fall at about 30% ahead of last year. Mr. Bailey adds that each year the Cowan company has done better than the year before and the firm's business this fall will be far better than ever before.

Ford Bond, president of Ford Bond Radio Productions Inc., notes that "although greater dollar volume is being spent on transcribed radio programs, open-end and otherwise, than . . . in a comparable period last year, the unit-volume by number of stations has dropped by at least 20%." Mr. Bond believes this is due to "a number of small advertisers on small radio stations in small cities trimming their advertising sails, while major advertisers after taking some money out of network radio increased their budgets on local and regional campaigns."

However, he feels that both dollar-volume and unit-volume by stations using transcribed shows will swing upward, starting in October.

Among station representatives, Hines Hatchett of the John Pearson Co., sees larger billings for the fall and winter indicated by the increased buying activity which began in mid-summer.

Mr. Hatchett said that "while some of the larger schedules of last season are either missing or reduced, the substantial number of new accounts using spot radio will most likely take up the slack and show an increase in overall billings. One noticeable feature in placements this year is more discrimination in buying. More preparation has apparently gone into spot campaigns and greater care is being displayed in selection of stations and available time . . . The trend toward popular participating shows is being carried over and more interest is being displayed in this type of availability."

The Branham Co. is of the opinion that this fall's business will be "about the same as last year's and possibly a little better."

Upcoming

Sept. 8-9: NAB District 14 meeting, Mammoth Hotel, Yellowstone National Park.

Sept. 12-13: NAB District 17 meeting, Davenport Hotel, Spokane, Wash.

Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.

Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 23-24: Board of governors, Canadian Broadcasting Corp., meeting, Halifax.

Sept. 27-29: FM Assn. annual convention, Hotel Sheraton, Chicago.

Sept. 30-Oct. 3: Institute of Radio Engineers, West Coast convention, Hotel Biltmore, Los Angeles.

Sept. 30-Oct. 3: West Coast Electronic Mfg. Assn., Hotel Biltmore, Los Angeles.

Oct. 4: Directors' meeting, Canadian Assn. of Broadcasters, Toronto.

Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.

Oct. 5-7: American Institute of Electrical Engineers, Middle Eastern district meeting, Washington, D. C.

Oct. 9-10: Mississippi Broadcasters Assn. meeting, Biloxi, Miss.

Oct. 11-12: NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.

Oct. 14-15: NAB District 5 meeting, Biltmore Hotel, Atlanta.

Oct. 18-22: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

Oct. 22-23: Kentucky Broadcasting Assn., Owensboro, Ky.

Oct. 25-27: Assn. National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.

T-H-S Station List

TAYLOR - HOWE - SNOWDEN, station representative firm reorganized Sept. 1 as Taylor-Borroff & Co. [BROADCASTING, Aug. 30] represented WPAY Portsmouth, O., and WHBC Canton, O., the firm declared last week. The list of stations, as published, inadvertently omitted WPAY and WHBC.

A TEAM composed of Dunninger, the mentalist, and Paul Winchell, ventriloquist, will appear on NBC East Coast television networks beginning Thursday, Oct. 7, under the sponsorship of Bigelow-Sanford Carpet Co. Young & Rubicam, New York, is agency for sponsor.

WNJR
PRESENTS

Hetherington
...from Berlin

Wm. G. Hetherington, the Newark News-WNJR correspondent-commentator, is making radio history with his broadcasts from Milan, Rome, Tel Aviv, Berlin, and Cairo for WNJR.

•

NOW AVAILABLE

Sunday 6:45 PM Wednesday 7:45 PM
1430 Kc. 5000 Watts

WNJR 91-93 Halsey Street Newark, New Jersey

the radio station of the Newark News

WSLI
JACKSON
MISSISSIPPI

5000
WATTS
Day
&
Night
930 K.C.

American Broadcasting Co.

WEED & COMPANY
NATIONAL REPRESENTATIVES

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J. P. McKINNEY & SON

for more than nine consecutive years

LION OIL CO.

has been advertising on station*

WMC

MEMPHIS

AFFILIATE

5,000 watts day and night, 790 kilocycles. National representatives, the Branham Company. Owned and operated by the Commercial Appeal.

WMCF

First FM station in the Mid-South

WMCT

Television coming soon

**A "selective" advertiser with more than 468 half hour programs during this period.*

FCC Spanking

(Continued from page 26)

us in this critical period."

Formal release of answers to critical letters was discouraged because it would magnify the fact that "the Commission is 'on the pan'" and would indicate that "the Commission regrets having gone out on a limb."

"The chief confusion," Mr. Gillingham continued, "even in the non-prejudiced mind, is why the Commission wrote a state paper on principles in order to give a negative answer to such an insignificant case."

Comr. Hyde said it is not the Commission's practice "to consult him (Mr. Gillingham) on how we should decide issues before the Commission." Mr. Gillingham does attend executive sessions at which issues are decided so he can "accurately report" Commission decisions to the public, Comr. Hyde explained.

Memo Is 'Voluntary'

The memorandum, according to Comr. Hyde, was a "voluntary suggestion" inspired by letters on the decision.

Throughout the hearings the Committee continually hammered away at FCC officials in an attempt to learn (1) if the decision represented a regulation (2) under what authority the Commission acted and (3) why the Commission did not clearly label the decision a regulation to permit broadcasters legal recourse.

Members of the five-man Congressional Committee in attendance were: Rep. Harness, Rep. J. Percy Priest (D-Tenn.) and Rep. Leonard W. Hall (R-N.Y.).

During the hearings witnesses touched on most of the highly controversial issues originating with the FCC. These subjects included the Avco, Port Huron, Blue Book and WWDC race results issues.

Earlier hearings by the same Committee had brought broadcasters substantial relief from the ambiguous Port Huron decision on political broadcasts [BROADCASTING, Aug. 2].

Hyde Statement

The climax of the hearings was reached when Comr. Hyde, in response to questions by Reps. Priest and Harness, acknowledged that a broadcaster need not fear revocation of his license if he refuses time to an atheist. He qualified this by saying this would apply only if the broadcaster's decision was not an "arbitrary" one.

Chairman Harness, who had earlier indicated he would seek remedial legislation if the problem was not satisfactorily resolved, made the closing charge that FCC had exceeded its authority.

"I'm persuaded after listening to the testimony," Rep. Harness declared, "that the Commission went beyond its power and authority of law in making that decision. I would be pleased to know, and the country would be pleased to know, if the Commission might remove its decision from the books."

Former Commissioner Durr was identified as the author of the hotly-contested opinion. The law department's original draft, did not contain the controversial matter. This, FCC officials declared, was inserted by the Commission's liberal Commissioner, in the accompanying opinion.

Tracing the history of the document, Mr. Cottone said the recommended draft of the decision was prepared by Max Goldman, now acting assistant general counsel in charge of the Litigation and Administration Division.

He admitted the draft, in its original form, had been of a narrower scope. The first draft was rejected by the Commission, which referred it to Comr. Durr.

Mr. Cottone explained the original draft did not specify that equal time should be made available to atheists.

The memorandum adopted by the Commission was "substantially the draft Comr. Durr submitted," Mr. Cottone asserted.

"Did you (law department) hold a religious program was a controversial issue in the original draft?", Chairman Harness demanded.

"No," responded Mr. Cottone. "The law department draft indicated that not every question was a controversial matter."

"You know the dicta in the Scott Decision has in effect become a regulation in the Commission. Isn't this in effect a regulation?", asked Mr. Bow.

"I would say it was a policy of the Commission," answered Mr. Cottone. Later, however, Mr. Cottone explained that "all policy of the Commission is a rule or regulation."

Questions WHAM Renewal

Chairman Harness wanted to know, if the Scott Decision was considered a regulation, why the Commission, in violation of their regulation, had issued a regular renewal to WHAM Rochester, N. Y.

"The Commission," Mr. Cottone said, "can't deny a license without affording a hearing."

Rep. Harness wanted to know if the WHAM renewal didn't represent a reversal of Commission policy. Mr. Cottone doubted this and explained that WHAM's answer to Commission letter was evidently the key to the Commission action. The Commission, he said, apparently interpreted WHAM's reply to mean that the station would not discriminate against anyone or any group because of the station's personal views.

The Committee was anxious to learn why FCC had quietly announced the WHAM renewal [BROADCASTING, Aug. 23, 30].

Both Mr. Cottone and Comr. Hyde asserted the action had been taken at a regular morning session of the Commission, prior to its receipt of the Committee's request for files on the case.

Jones Vote

They conceded that Comr. Robert F. Jones had voted to grant the regular renewal for WHAM when the rest of the Commission decided to grant it a temporary permit pending investigation of charges by Free Thinker Arthur G. Cromwell.

Comr. Hyde had this to say:

The Scott Decision held one thing, and one thing only: that preservation of freedom of speech in the public domain of the radio precluded a licensee from absolutely barring subjects of discussion over the radio, including atheism, on the ground that any presentation, whatever its nature, would be contrary to the public interest. In the Scott Decision, the Commission, at least we thought, made it amply clear that the mere carrying of religious broadcasts did not of itself create in any person or group the right to carry programs in opposition to religion. If, as alleged, some persons believe that time must be afforded to reply to every religious broadcast, I believe that such persons can point to nothing in the Scott Decision which supports any such conclusion . . .

He indicated that a letter addressed to Rep. Charles J. Kersten (R-Wis.), whose published comments had provoked the inquiry, resolved any argument. FCC Chairman Wayne Coy had advised Congressman Kersten that "the test must, of necessity, be one of reasonableness and over-all fairness" on the part of broadcasters.

Other witnesses who were heard

(Continued on page 56)

Down in Carolina ☆ ☆ ☆ ☆

"Nothing Could Be Finer"

WNAO RALEIGH North Carolina

The News and Observer Station

5000 WATTS • ABC • 850 KC.

Ask AVERY KNODEL, INC.

OIL NEWSLETTER

PUBLISHED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 3 OF A SERIES

FOR YOUR INFORMATION:

Plans have been announced for a nation-wide Oil Progress Day on October 14. Individual oil companies all over the nation will report the progress they've made -- in a mighty demonstration of the benefits Americans accrue from the oil industry.

Oil Progress Day will serve as a means of directing public attention to the many accomplishments in this field of industry...the scientific advancements that are contributing major improvements to the American way of life...and how the constant rivalry among competing oil companies has resulted in better living, greater convenience and more comfort for Mr. Average Citizen as well as new records in production and supply.

For instance, the oil industry can point to the fact that it has kept up with unprecedented demand. America's 34,000 individual oil companies are currently supplying almost 250 million gallons of oil products daily.

With more cars and trucks, more oil burners and farm tractors in use -- and with the nation's industrial and military machines using increased amounts of petroleum -- demand for oil products is far greater than in any previous year. But by expanding the facilities used to produce, refine, transport and market oil products, the industry has been able to meet this demand. Oil Progress Day will see this dramatic story told locally by oil men from coast to coast.

Attention Program Managers

Many radio stations will find that this day offers excellent tie-in opportunities for local special events coverage. Particularly newsworthy will be speeches by prominent oil men and "open house" ceremonies held by various oil companies in every section of the country.

For further information on plans being made for their listening areas, representatives of local stations are invited to call upon Oil Industry Information Committee offices at Atlanta, Boston, Chicago, Cincinnati, Dallas, Denver, Kansas City, Los Angeles, Minneapolis, New York, Philadelphia or Tulsa.

NEW WNBW RATE CARD IS EFFECTIVE OCT. 1

A NEW RATE CARD for WNBW (TV) Washington, first the station has published, will become effective Oct. 1, William R. McAndrew, assistant to NBC Washington Vice President Frank M. Russell, announced last Thursday.

Base hourly evening time rate of $150 gross, with frequency discounts, will apply during Class A time (6-10:30 p.m.), and three quarters of the base rate will apply during Class B time (5-6 p.m. Mon.-Fri.; 1-6 p.m., Sat.-Sun., and 10:30-11 p.m., Sun.-Sat.), Mr. McAndrew said. At all other times one-half of the base hour rate will apply.

Separate charge for studio usage will be graduated from $240 for three hours of usage (rehearsal time) on a one-hour live studio program to $80 for one hour on a five-minute studio program. Film studio usage charge is graduated from $100 for two hours on a one-hour film broadcast to $25 for a half hour on a five-minute film program.

Base rate for one-minute announcements or 20-second service announcements (time signals and weather reports) is established at $40 which includes time and film studio usage, Mr. McAndrew said.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Who's Who, What's What

EDITOR, BROADCASTING:

Your humble correspondent (remember—when an advertising guy calls himself "humble," he's kidding) has now whipped around a short circle. It's not particularly interesting, but for the record, the undersigned has completed three and one-half years as director of advertising control and then sales promotion manager at Plough Inc., Memphis, Tenn., and then a near-year in the advertising department of Hall Brothers, Kansas City.

Now I'm at Rogers & Smith's Kansas City office, in charge of copy & stuff. (We're still looking for a peachy title).

But here is the interesting part . . . in all these peregrinations (I know the word; it's no good for copy and I gotta use it *sometime*, ain't I?), BROADCASTING has been close at hand—keeping me crammed up on the who's whos and what's whats of radio.

So now, if I ever misinform a Rogers & Smith client regarding "the Magic Medium" (an enthusiastic rep called it that one day), I'm going to sue BROADCASTING!*

M. H. Straight
Rogers & Smith, Advertising
Kansas City, Mo.

*P.S.—Sorry to have scared you.

* * *

Public Service Spots

EDITOR, BROADCASTING:

. . . the majority of material issued by public service agencies is prepared (apparently) with little idea of the length most expeditious for average use. Spots headed "one minute" may run from 40 seconds to a minute and a half. The ideal length is 20 seconds—perfect for filling the 30 seconds between network shows . . . Station identification must be given within the chainbreak time.

Here at WENE the organization that sends correctly timed material gets the publicity. There just isn't time to cut, revise or rewrite. We prefer 20-second spots, have little opportunity to use one-minute announcements and no use at all for other lengths.

Harold E. Graves
Program Director
WENE Endicott, N. Y.

Bulova

(Continued from page 32)

immediate consideration and grant of its applications—one on Sept. 7, 1947, observing that 13 months seemed to be "adequate time" for the FCC to have completed its study, and another on March 10, 1948, noting that 19 months had passed and that this, too, seemed adequate.

The Commission's decision on the renewal case may have a bearing on the outcome of two pending applications for the sale of WOV—the proposed transfer of the station to General Broadcasting Corp. for $400,000-plus, and a rival bid filed under the Avco Rule by Victory Broadcasting Corp. General Broadcasting is owned by Richard E. O'Dea, part owner of the station and of WNEW; Herman Bess, sales director of WMCA New York, and Harry S. Richenstein, Newark plastic manufacturer. Victory is owned by WOV General Manager Ralph N. Weil and associates.

Under the Commission's duopoly rule, Mr. Bulova must dispose of either WOV or WNEW. In a prior attempt to comply with the rule, FCC refused to approve transfer of WOV to Murray and Meyer Mester, Brooklyn oil merchants. WNEW has been on temporary license since April 1944. WOV, a 5-kw outlet on 1280 kc, also is on temporary pending compliance with the duopoly ban.

$250,000 Involved In Station Sales

FCC Okays Transfers for WCNT, WMOA and WHYU

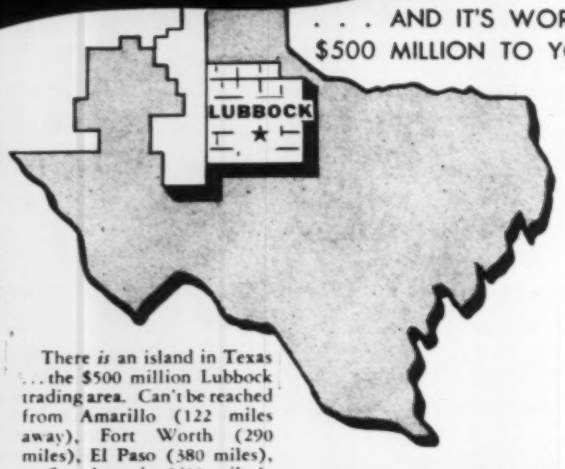
THREE STATION sales totaling $250,000 were approved last week by FCC and included transfers of WCNT Centralia, Ill.; WMOA Marietta, Ohio, and WHYU Newport News, Va.

In the WCNT transaction, Hobart Stephenson, sole owner, sells the AM station and its FM affiliate for consideration of $120,000 to WCNT Inc., new firm. Mr. Stephenson retired from the operation because of serious illness, FCC reported. WCNT Inc. is composed of George F. Isaac, senior member of the commercial staff of WCFL Chicago, president-treasurer and 80% owner; and his wife, Kathleen I. Isaac, secretary and 20%. WCNT is assigned 1 kw daytime on 1210 kc.

WMOA is sold by Howard L. Chernoff, his wife, Melva Chernoff, and sister, Mildred Chernoff to William G. Wells for $70,000. Mr. Wells has been deputy director of the flight information service, Civil Aeronautics Administration. Station manager is to be Hugh M. P. Higgins, assistant director of the NAB Broadcast Advertising division, who is to have a minority interest. Mr. Chernoff is the managing director of the West Virginia Network and general manager of WCHS Charleston. WMOA is assigned 250 w fulltime on 1490 kc and is an MBS affiliate.

Control of WHYU is transferred to John Doley through his purchase for $60,000 of combined 70% holding of J. A. Gill, S. A. Twiford and E. P. Leary. Each held equal share. Mr. Doley, retaining a 22% interest out of the newly acquired stock, reassigns a 24% share to C. Archer Smith, 14% to Stuart A. Smith and 10% to Margaret S. Doley, increasing her interest to 20%. Other 20% in station is retained by Ed Harris. WHYU is assigned 1 kw day on 1270 kc.

There's an Island in Texas
COMPLETELY SURROUNDED BY LAND



. . . AND IT'S WORTH $500 MILLION TO YOU

There *is* an island in Texas . . . the $500 million Lubbock trading area. Can't be reached from Amarillo (122 miles away), Fort Worth (290 miles), El Paso (380 miles), or San Antonio (411 miles). You cover *this* market from the inside. Per capita retail sales for the area's 396,000 consumers are $662.70*—twice the national average.

More local merchants use KCBD than use the other two stations combined.

* *Latest report available: U. S. Census Bureau.*

KCBD
1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

CHNS
HALIFAX NOVA SCOTIA
THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

HERE ARE THE ANSWERS TO Your Questions About TELEVISION!

How Do We Get Started?

What Equipment Do We Need . . .
For Initial Operation?
For A Small Station?
For A Complete Intermediate Station?

What Program Services Can We Offer?

How Much Will Equipment Cost?

These and many more vital questions get a quick and complete answer in a set of four informative bulletins just produced by Raytheon. First released at the recent N. A. B. Convention, their practical, factual approach to the basic problems of television was hailed alike by executives, engineers and countless others interested in the tremendous possibilities of this new industry.

Write for your copies today. They are yours for the asking — with the compliments of Raytheon, makers of complete equipment for AM, FM and TV stations.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY T
Waltham 54, Massachusetts

Please send me your Bulletins DL-T-804, 805, 806 and 807 on equipment required for new television stations.

Name .....
Title .....
Affiliation .....
Address .....
City ..... Zone ..... State .....

FCC Spanking

(*Continued from page 52*)

last Wednesday were William McCarthy, an atheist from Clifton, N. J.; Kenneth M. Whitten, president of the Friendship Liberal League of Philadelphia; Rabbi Paul Richman of Washington, D. C., representing the Synagogue Council of America; and Rev. Father Edmund A. Walsh, S. J., vice president of Georgetown U., Washington, D. C.

McCarthy Viewpoint

Mr. McCarthy, who identified himself as "an absolute atheist," believed both sides should be given an opportunity to take the air.

"An atheist has the same rights, no more, no less, than a Bishop," declared Mr. Whitten, who said it was the duty of the government to insure the availability of air time for atheists.

Rabbi Richman thought atheists should be allowed to express their views, but expressed the hope that the "FCC decision will not be interpreted to mean the air waves should be opened to atheists. There is no validity to demands that they must receive equal time."

Father Walsh, a leading Catholic educator, contended that the existence of a supreme being is not a controversial issue since American tradition, legislative sanctions and common consent have made acceptance of God a part of "the fundamental conception underlying our Constitution."

He praised the Gillingham memorandum, saying the author was "much more in touch with the sovereign will of the American people than those who drafted this order."

The religious leader said the Commission, "by innuendo, and at times very subtle claims that it favors the plaintiff," evidently thinks that "atheism should be admitted to the radio."

He said he could recall no federal agencies ever "embarking on such a detailed theological argument."

The "amazing opinion" of the FCC, Father Walsh said, is "a mischievous precedent" which would bring many evils into our society.

Highlight of the Tuesday hearing was testimony of NAB General Counsel Don Petty.

Others on Stand

Others testifying on the opening day were Judge Frank Roberson, former attorney general of Mississippi, now with the Washington law firm of Spearman & Roberson; Earl Godwin, ABC commentator; Dr. Robert Calhoun, professor of theology, Yale U.; Charles Smith, president of the American Assn. for the Advancement of Atheism Inc., and Father Louis Durell, Dominican House of Studies, Washington, D. C., who testified for Rev. Ignatious Smith, dean of the School of Theology, Catholic U., Washington.

Mr. Petty interpreted the FCC decision as "thought policing" of broadcasters.

Condemning the "common practice" of the Commission to write dicta into renewals and other administrative procedures, Mr. Petty observed that "since 1941 there has been a gradual encroachment into the field of program control" by the FCC.

Mr. Petty charged that "the government is telling the broadcaster what he must put on the air," in violation of the First Amendment, Sec. 326 of the Communications Act and court decisions.

Mr. Petty outlined some of the controversial programming standards set up by the FCC's Blue Book.

Solution of broadcasters' problems resulting from vague directives might be for the FCC to "act under administrative procedure" to permit broadcasters to have a right of appeal through the courts, Mr. Petty said.

Judge Roberson, a former acting counsel of FCC, suggested the Commission should decide issues on specific points involved and not get off on "philosophical ramblings."

Position of Licensee

"The FCC," Judge Roberson added, "ought not to put the licensee in a position in which he feels he is under obligation to carry an atheist program . . . the licensee should determine that question solely on his own responsibility."

Judge Roberson advocated revamping of the "obsolete" Communications Act.

Mr. Roberson said he had advised a client, KFXD Nampa, Idaho, to reject an atheist script on grounds that broadcasting it would not be "in the public interest." Of the script, Mr. Roberson said: "It's an understatement to say it was shocking."

FCC did itself harm in other decisions such as the Avco, Mayflower and Port Huron cases, Judge Roberson declared. He said Comr. Jones is "doing all he can" to stop the Commission's philosophical wanderings.

Mr. Godwin who identified himself as a "thorough believer in God," found difficulty in conceiving "a creation without a creator." He maintained "there is no public controversy over the existence of a deity."

Father Durell recited verbatim the script used by Rev. Smith in a broadcast over WHAM Rochester, which brought demands from Mr. Cromwell for time.

Father Durell the preceding night had been told by Rev. Smith that he had "no particular individual in mind in the broadcast," the witness explained.

Dr. Calhoun termed the decision "a quite badly constructed opinion" and said he saw little reason why it had been issued. He said the opinion contained "pathetically incompetent" views on atheism.

Mr. Smith, who looked more like a minister than some of the clergymen appearing as witnesses—at least by cinema and story book standards—thought the real issue was whether religion should be given "a preferred position" over atheism.

Smith Viewpoint

Mr. Smith, editor of the *Truth Seeker* magazine, maintained atheism was a controversial issue and that "the world is going atheist. I think there are 50 million people in the United States who live as if there is no God."

Counsel Bow asked Mr. Smith if he agreed with Act 124 of the USSR Constitution which provides for religious or anti-religious expression specifically.

"Yes, I agree with that," Mr. Smith replied.

Mr. Smith told Chairman Harness that the objective of the atheists was the "separation of the church and state."

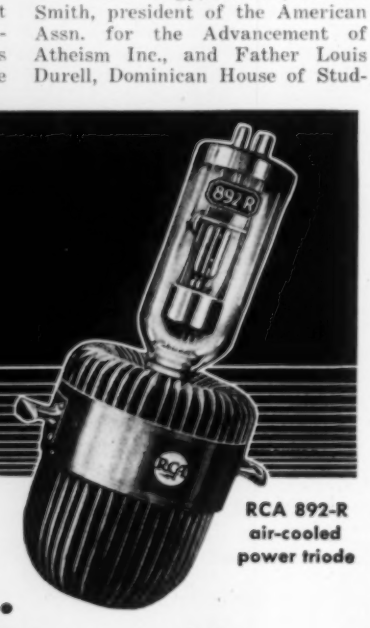
DECISIONS ON WIS.-ILL. ARE UPHELD BY FCC

CLEARING the way for possible appeals to the courts, FCC last week refused to upset its decisions in the complicated, drawn-out Illinois-Wisconsin fight over 1480 and 1490 kc.

The final decisions in the two cases, which were combined and then separated again by the Commission before they were finally decided, gave a 250-w grant to Village Broadcasting Co. for Oak Park, Ill., and awarded 100 w to Beloit Broadcasting Co. for Beloit, Wis. in the 1490-kc proceeding, and gave a 1-kw grant to Radio Wisconsin for Madison in the 1480-kc case [BROADCASTING, May 5]. Denials went to the mutually exclusive applications of Elgin Broadcasting Co. and Vincent G. Cofey for Elgin, Ill. and to Community Broadcasting Co. for Oak Park in the 1490-kc contest, and to Edwin Mead, seeking 1480 kc at Rockford, Ill.

In orders last week, the Commission denied petitions for reconsideration or rehearing filed by Elgin Broadcasting, Community Broadcasting, and Mr. Mead.

RCA TUBES ...



RCA 892-R air-cooled power triode

the standard of comparison...

RCA air-cooled radiator type tubes

● Air-cooled radiator type tubes for AM and FM, pioneered by RCA, are famous for their on-the-air dependability and long service life. The ever-increasing demand for these tubes enables us to build them in quantity—better than ever—through improved manufacturing techniques and thorough quality control.

A wide line in all power classes, including the well-known RCA-7C24, 889-RA, 891-R, 892-R, 9C22, 5592, and 5671, is now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section IP36-1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

TRUTH OR CONSEQUENCES

Buy WAIR and keep a sharp eye on your sales chart for this market. Ignore our dominance in this market and lose your shirt. We have the listeners . . . and they're far, far, far in the majority. Sign here, please!

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel

FRANK M. RUSSELL (r), vice president in charge of the NBC Washington office, congratulates Fred M. Guthrie, assistant vice president of RCA Communications, at a dinner for all NBC Washington employes held Aug. 30. Mr. Guthrie was first manager of WRC, NBC's Washington station. Mr. Russell presented 20-year pins and citations to NBC Washington's chief engineer, Donald Cooper, and to Keith Williams, WRC field supervisor. Honors for ten years' service to WRC went to Jack Roney, announcer.

Indie Network

(Continued from page 21)

on independents, the committee suggested that stations could be sold as a whole network or in such specialized groups as sports or classical music stations, for example.

It was felt agencies and advertisers interested in buying time for national or regional projects could easily set up custom-built hookups, with the directory permitting quick selection of markets and stations along with programs and time availabilities.

Appointment of the independent's committee developed from the protest by Mr. Cott and other independents during the NAB code-writing process last autumn. NAB appointed a special committee which met in Washington for study of the proposed standards. The committee suggested a large number of changes [BROADCASTING, Oct. 27], many of which appear in the present standards.

During the winter many independents urged NAB to set up a special department or division within the association to handle their interests but this idea was rejected by the board, with the committee plan agreed on to assure the stations proper place in NAB affairs such as the code and All-Radio Presentation.

Other Meeting Discussions

A number of ideas were agreed on at the two-day committee meeting last week. They will be submitted to the board at its mid-November meeting. The independents want the NAB board or management to insure them adequate representation on all committees, panels and other groups within the association.

The members talked over ways of making better use of existing services rendered by NAB departments. Among objectives cited were increased sales, better control of costs and improvement of program techniques.

NAB management and the Legal Dept. were asked to study the possibility of amending the FCC's 14 minute 30 second limitation in its determination of commercial programs. Also requested was NAB action to get early clarification of FCC's proposed lottery rules.

In working out details of the overall independent project, a basic question will center around eligibility of stations to the non-affiliate designation. Suggested grouping would include FM stations without network affiliation as well as FM affiliates of AM stations if the FM programming is entirely separate.

Submit in November

The proposal for an Independent's Day during NAB convention week will be submitted to the board in November by Howard Lane, WJJD Chicago, and Calvin J. Smith, KFAC Los Angeles, both managers of independent stations who are board liaison members of the new committee.

Mr. Lane is chairman of the NAB board's Convention Sites and Policy Committee. Mr. Smith is a member of the same committee, which handles basic planning of the annual convention.

If the board approves the idea and adds Independent's Day to the convention week agenda, the non-affiliates plan a one-day event packed with discussions of common problems and featuring outstanding speakers and entertainment. The convention week at present is divided into two phases—Management Conference and Engineering Conference.

The 1949 convention, scheduled at the Stevens Hotel in Chicago April 8-13, will open with a Friday-Saturday Engineering Conference. Management agenda opens Monday. One of the problems will be to fit in Independent's Day with other convention business.

If the special day at the convention is approved by the board, a subcommittee will be named to make arrangements.

Goal of Conference

Purpose of the committee meeting was to obtain a more forceful place in NAB for independents, and committee members seemed agreed that much progress had been made.

Messrs. Lane and Smith were asked to act as independents' spokesmen before the NAB board. A. D. (Jess) Willard Jr., NAB executive vice president, will act as independents' contact with the association management.

All members of the committee attended last week's meeting, including Chairman Cott and Messrs. Baylor, Schloss, Lane and Smith; Melvin Drake, WDGY Minneapolis; Bob Maynard, WSVS Crewe, Va.; Lawrence W. McDowell, KFOX Long Beach, Calif.; Patt McDonald, WHHM Memphis. C. E. Arney Jr., NAB secretary-treasurer, took part in the meetings.

BMI Run-up Sheet

HIT TUNES FOR SEPTEMBER

CHILLICOTHE, OHIO (Mellin)
WORLD—Les Brown

COOL WATER (American)
CAPITOL—Tex Williams
CAPITOL—Shug Fisher
LANG-WORTH—Cote Glee Club
STANDARD—Texas Jim Lewis
NBC THESAURUS—Slim Bryant

CUANTO LE GUSTA (Peer)
Andrews Sisters—Carmen Miranda—Dec. 24479
Xavier Cugat—Col. 38239

FOR HEAVEN'S SAKE (Duchess)
CAPITOL—Eddie LeMar

HAIR OF GOLD, EYES OF BLUE (Mellin)
Jack Emerson—Metrotone 2018
Harmonicats—Universal 121
John Laurenz—Mercury 5172
Jim Smith—Varsity 109
Art Lund—MGM 10258
Gordon MacRae—Cap. 15178
Jack Lathrop—Vic. 20-3109

HIGHWAY TO LOVE (BMI)
WORLD—Russ Morgan
NBC THESAURUS—The Swingtones

I WANT TO CRY (Excelsior)
Chris Cross—Sterling 4004
Dinah Washington—Merc. 8082
Savannah Churchill—Manor 1129
Phil Reed-Frank Pichet—Dance-Tone 216

IT'S SO PEACEFUL IN THE COUNTRY (Regent)
WORLD—Betty Brad'ey
STANDARD—Walt Schumann
MacGREGOR—Chuck Foster
ASSOCIATED—Blue Barron
NBC THESAURUS—Cy Walter

LONESOME (Republic)
Sammy Kaye—Vic. 20-3025

SOMEONE CARES (Porgie Music Corp.)
NBC THESAURUS—Novatime Trio
STANDARD—David LeWinter
ASSOCIATED—Art Mooney

TAKE IT AWAY (Pemora)
ASSOCIATED—Enric Madriguera
MacGREGOR—Veramae Stevens
WORLD—Jose Morand
LANG-WORTH—Merle Pitt-Al Trace

THE THINGS I LOVE (Campbell)
WORLD—Harry James-Dick Haymes
WORLD—Three Suns
ASSOCIATED—Carmen Cavallaro
ASSOCIATED—Blue Barron
MacGREGOR—Chuck Foster
STANDARD—Henry Busse
STANDARD—Eddie LeMar

TIME AND TIME AGAIN (London)
WORLD—Bob Chester
STANDARD—Dyana Gayle
ASSOCIATED—Johnny Messner
NBC THESAURUS—Allen Roth

TUNE ON THE TIP OF MY HEART (Encore)
Sammy Kaye—Vic. 20-2746

WALKIN' WITH MY SHADOW (Johnstone-Montel)
CAPITOL—Hal Derwin & Frank DeVol
STANDARD—Lawrence Welk
LANG-WORTH—Four Knights
ASSOCIATED—Jerry Sears

YOURS (Quiereme Mucho) (Marks)
LANG-WORTH—Airlane Trio
LANG-WORTH—Tito Guizar
LANG-WORTH—Joe Sodja Trio
WORLD—Marian Francis
STANDARD—Dennis Day
ASSOCIATED—Xavier Cugat

YOU WALK BY (Cavalier)
NBC THESAURUS—Vincent Lopez
NBC THESAURUS—Allen Roth
CAPITOL—Jan Garber
CAPITOL—Clark Dennis
MacGREGOR—Two Kings & A Queen
LANG-WORTH—Charlie Barnet
LANG-WORTH—Tommy Reynolds
STANDARD—Henry Busse
WORLD—Floyd Sherman
ASSOCIATED—Isham Jones

Coming Up

AM I ALL OF YOUR FUTURE (Fremart)
CORNBELT SYMPHONY (Mellin)
CUCKOO BIRD WALTZ (Lutz)
DON'T BE SO MEAN TO BABY (Campbell)
IN MY DREAMS (Wizell)
NOBODY BUT YOU (Duchess)
PLAY THE PLAYERA (Marks)
RENDEZVOUS WITH A ROSE (Jay-Dee)
RUN JOE (Preview)
THE CLICK SONG (Republic)
YOU STARTED SOMETHING (BMI)
WHEN YOU LEFT ME (Porgie)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

OUT OCT. 11

BROADCASTING
300-page
MARKETBOOK

Free . . . TO OUR SUBSCRIBERS

IF you are a BROADCASTING subscriber on Oct. 11, you will receive as a bonus, a *free* copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

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NOW . . . and until October 11, a regular subscription to BROADCASTING includes:

- $5.00 Yearbook-1949
- $1.00 MARKETBOOK
- 52 weekly issues

all for $7

UNTIL OCTOBER 11

MAIL COUPON TODAY

HA-2

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

YES, enter my subscription now so I'll get the 1948 MARKETBOOK, 1949 Yearbook (published in February) and the next 52 weekly issues.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

MARKETBOOK Special

Los Angeles

(*Continued from page 21*)

ducing companies has directly affected consumer spending. The vagaries of the foreign market coupled with the tightening domestic box-offices have produced a sharp decrease.

Furthermore, the international situation has made many advertisers cautious in their planning. But this factor is generally being mitigated by clients who are no longer waiting for a return to "normal." They're simply redefining normal as the current abnormal and predicating all plans on this basis. Although there is a natural fear of international complications, it is generally hoped that a peaceful solution will follow a series of crises.

Continued inflation is expected with a natural reduction in spending for items outside the category of necessities. But with this has grown the outstanding competitiveness of established brand names backed up by the advertising aggressiveness calculated to persuade the consumer who must have certain goods. Packaging no longer represents a serious problem, although there are occasional mentions of problems in this province. Distribution is still a stickler, particularly in the food field.

Television is a topic which has excited considerable interest on the Coast and particularly in Los Angeles, the only Pacific city where stations are operative. San Diego, which receives the signal from Los Angeles stations with decided clarity, is very much taken with the medium. San Francisco will be able to watch video before the year is out.

TV Lacks Circulation Story

But as a revenue threat to existing media, particularly radio, television still lacks a circulation story which keeps any advertiser from viewing it seriously as a sales vehicle. Only a handful of advertisers have done any serious spending on Los Angeles stations but many have dabbled with it via spots. No advertiser is unaware of its future implications and the advertising agencies are giving 1949 budgets ample video breathing room to allow for the expected growth.

As a reflection of the regional sales picture, a few observations by network sales managers indicate the cause for over-all business optimism, come fall.

Frank Samuels, ABC Western sales manager, says: "With the acquisition of four new orders, which we have received in August, plus the additional time we have under option to other clients, it looks as if ABC-Pacific will have its most successful year."

The four orders referred to are all 52-week contracts including the *Richfield Reporter* which had been on NBC for 17 years plus sponsored by Richfield Oil Corp. six nights weekly on 20 stations; five weekly *Bob Elson Meets the Century* on 21 stations for Consolidated Royal Chemical Corp., Chicago (Krank's Shave Cream); weekly *Newsweek Looks Ahead* sponsored by Butler Packing Co. (Dennison's Foods) on 20 stations; Fisher Flouring Mills Co. will pay for five-weekly five-minute newscasts on 27 stations.

He also expressed optimism over the two ABC-owned television stations in San Francisco and Los Angeles, scheduled to be airing by Dec. 1 and Nov. 1, respectively. "Both stations have been very successful in pre-selling of their TV facilities and it looks like both of these properties will be off to a good start," he concluded. In addition he pointed out that ABC would have its San Diego affiliate, KFMB, operative by Dec. 1; this will enable ABC to operate the first network television tieup of San Francisco, Los Angeles and San Diego through owned and affiliated stations.

Last Quarter Biggest Yet

Speaking for CBS, Wayne Steffner, Western sales manager said: "Based on business already signed, the Columbia Pacific Network will enjoy the biggest single quarter in its history the last three months of 1948. This despite an unusually slow summer period for all Coast radio. We look forward to an even greater increased volume during 1949."

Sponsored quarter hours on Columbia Pacific Network are up 10% over the previous year and new regional advertisers included Lewis Food Co. (Dr. Ross Dog Food); Gold Seal Co. (glass wax); Household Finance Corp.; Interstate Labs.; Luer Packing Co.; Manhattan Soap Co.; Pillsbury Mills; Sealy Mattress Co.; Welch Grape Juice Co.; Modglin Co.

An interesting sponsor history of one CBS client is seen in the S.O.S. Co. which a year ago was under contract to begin three quarter hours weekly in September 1947. Today this same firm is sponsoring 8⅔ quarter-hours weekly. Representing three programs the commercials are for Soil-Off and S.O.S. cleaners.

'Good Clean Fun'

From the viewpoint of Don Lee Broadcasting System, Sydney Gaynor, sales manager says: "Radio time selling is back to the old days of good clean fun, which means in more specific terms, we are engaged in hard competitive selling. This is evidenced on all sides by the increased efforts of clients to obtain better time releases for their shows. The networks are in turn competing to give the client better times, and in the competition for business, some of the most constructive selling ever to be used is being paraded before the boys controlling the purse strings. Although there have been some cancellations, these have been balanced by new orders. With the orders now in for fall start, Don Lee will be ahead of last year in network time sales—not much, but ahead."

Probably the biggest Don Lee advertiser come fall will be the Dolcin Corp. which has contracted for 10 quarter-hours weekly on the full Don Lee Network. In addition this same advertiser has purchased seven other quarter-hours on KHJ Hollywood, Los Angeles Don Lee-owned outlet.

NBC which has very few time openings on a regional network basis is virtually sold out in the periods which can accomodate regional clients. Having no owned Los Angeles outlet in the AM field, NBC has no local sales problems but these will come with the opening of KNBH television outlet before the end of 1948.

In fact the novel aspect of NBC's position in television sales will lay in the fact that KFI, its AM affiliate in Los Angeles, will be competitive in video since each will be operating its own station. Don Lee is already operating its own station and ABC will be doing likewise. Still up for FCC approval is the stock marriage of CBS and the *Los Angeles Times* in which the former is seeking a green light for 49% of the stock. The TV independents are KTLA, Los Angeles outlet of Paramount, KFI-TV and KLAC-TV. Though seven stations will be telecasting by the end of 1948, only Don Lee,

Kitchen Sink, Too

A COMMERCIAL including "everything and the kitchen sink" has been prepared for Jiffy Products by its agency, Martin and Andrews, Philadelphia, for WPTZ, Philadelphia television station. In 20 seconds the video audience hears a weather report, sees housewife adding water to Zippy (Jiffy's starch product) in the "kitchen sink," watches her mix it and starch clothes.

KFI and Paramount are telecasting now.

The scurry for the television advertising dollar will become very competitive before the close of 1948 in Los Angeles, if the comparatively light spending intent remains in force. During the first part of 1948, Union Oil Co. and Standard Oil of California were probably the biggest single spenders what with Union's bankrolling key sporting events and Standard paying the freight on telecasts of the baseball games of the Los Angeles Angels. In the latter half of 1948, Union will probably take the lead with its sponsorship of the total schedule of the Los Angeles Rams professional football team. All told, Union Oil will probably be the top spender for 1948 with a grand total in the neighborhood of $100,000.

Others who have done a consistent amount of video advertising are Admiral Radio, Philco, Chevrolet, Ford and a cooperative group of television set distributors and dealers. Active spot buyers in the Los Angeles area include Philip Morris, Rexall Drug Co., American Tobacco Co.

In most instances, television budgets were non-existent in 1948 and funds expended were drawn from other media or in a few cases new money provided. Total television spending in Los Angeles during the latter half of 1948 is expected to bring a fall total of $15,000 weekly into the coffers of all the stations. But this figure is liable to be upped sharply depending upon the readiness of national advertisers to present kinescope versions of their live Eastern programs to Los Angeles audiences, via ABC, NBC and CBS stations.

Spots Fading

Spot buyers are not likely to be built into program buyers before 1949 owing to the absence of budget. Already though, the trend is clearly away from sports except for events of outstanding interest. The shift is to entertainment, and film fare if suitable in price.

Since circulation is the final determinant in any medium, stations look to a year-end total of at least 50,000 sets in the Los Angeles area. With promotion of television sets for Christmas and the increased programming pre-Christmas as a result of more stations telecasting, this figure may even be topped in the judgment of some agency and station executives.

Competitively, however, that newspapers have been and will continue to be a more serious revenue threat than television, is the general attitude. While newsprint was harder to get many bulk users of newspaper space were able to enjoy the best rates based upon their past spending histories without having to buy the maximums required. And a good bit of this money was appearing in spot radio. But since the newsprint is now available, the papers are naturally expecting advertisers to earn the rate.

Futhermore the start of a new afternoon paper by the *Los Angeles Times*, known as the *Mirror*, is also expected to focus considerable attention upon the medium through the ensuing promotion. To meet this, other Los Angeles newspapers are naturally expected to step up their own promotional activities. And on top of this, radio must stand ready to combat the usual merchandising aggresiveness of newsapers normally.

And the radio station managements are not unaware of the newspaper threat from without as well as the increased competition from within. This is best expressed by one Los Angeles station manager who told BROADCASTING, "we're selling radio instead of dishing out availabilities."

In viewing the slow first six months of 1948, station men and agency executives as well as representatives, see more than just the international situation and the reduced activity of the motion picture industry. They point to the uncertainty and distraction being caused by national elections this year. There is also a decided distraction being caused by television.

From a station standpoint, whether the outlet has a television tie-up or not, it is felt that the time has come to regard it as a competitor and sell against it just as against other non-technically related media. One agency man stated that too much time is being spent by AM managements in awe of television and too little time in selling radio against newspapers, or any other medium.

TV Competition

With the increased competition, there are already signs of increasing promotion activity by Los Angeles radio. Realistically most station and network executives recognize that the biggest portion of promotional effort must be made in terms of total programming structure. As a secondary factor there may be a merchandising support for the sponsors concerned.

The last of 1948 and certainly 1949 will see more promotional spending by radio but the emphasis will be upon a medium basis generally, and specifically in terms of overall programs. Although it is still too early to know, the opinion holds that television will find most all of its promotion upon a program basis, since there is virtually no difference in technical facilities coupled with the fact that all seven Los Angeles stations will beam from Mt. Wilson.

Expressed in capsule form, the business chart reads about as follows for 1948: Slow and low in January, February, March; climb in April and May; leveling off during summer with sharp upward climb in late summer and early fall, and upward to year's end.

Prospects in Chicago

(*Continued from page 24*)

policy laid down by Will C. Grant, president of the far-reaching empire, lowering of budgets does not impose any great difficulty, according to Mr. Holcombe.

"Mr. Grant has always turned thumbs down on high-priced shows and concentrated on 'idea programs'," he said. "We have always stressed a good show with a good idea, and are therefore not worried about high costs and lack of imagination." The agency points to its owned and originated programs, *Curtain Time* and *Dr. I.Q.*

Granting that television is edging steadily into the horizon, Mr. Holcombe's personal opinion is that standard broadcasting won't drop at this point, despite huge demand for (and sale of) receivers. Grant Advertising has participated in some TV activity, mainly in televising the *Dr. I. Q. Jr.* shows in cities where NBC maintains video outlets. The latter show (for Mars candy) was telecast this spring on an experimental basis at WWJ-TV Detroit.

Casting a similarly conscientious eye to high costs with respect to radio is Goodkind, Joice & Morgan, whose vice president and general manager is Harlow Roberts. Budgets, if not being actually cut at this point, are certainly being scrutinized with an eye to cutting.

Planters Big Account

Biggest radio account of GJ&M is Planters (peanuts), but even that has turned to other media more in recent years, Mr. Roberts reports. New account since first of the year is Illinois Canning, now using radio on a test basis. Burlington Brewing Co. (Van Merrit beer) also tried but withdrew its backing (of the Ted Lewis show) late last year. That sort of experience, Mr. Roberts soberly believes, points up one of the industry's most pressing worries.

Billings serviced out of the Chicago office of Foote, Cone & Belding for the first six months of 1948 were approximately the same as for last year. Toni Co., its largest radio account, dropped its segment of ABC's *Breakfast Club* but added *Crime Photographer*. Firm which also has *Ladies Be Seated* and *Give & Take* added *Nora Drake* to CBS network last spring. Hallmark Co. (greeting cards) dropped its *Radio Reader's Digest* but is adding *Hallmark Playhouse*.

James Fonda, Chicago office radio director, expressed hopes that clients would go into television, but said there probably would not be any active accounts until next year.

At Gordon Best Co., business has been about the same as last year although over short periods it has varied "tremendously," according to Gordon Best, president of the agency. All of its radio is spot.

Ken Craig, radio director, McCann-Erikson, said his agency showed an increase in billings over last year, citing additional business from Swift & Co. (Prem and other canned meats), and the addition of Chase Candy. In Mr. Craig's opinion, radio probably never has been tighter than now (despite television activity). "You can't find a decent hour on any big station or network schedule," was the way he summed it up. McCann-Erickson's Chicago radio billings will be up more than 27% over all last year's.

Harvester's Account

Agency's biggest accounts serviced out of Chicago, in addition to Swift, are International Harvester *Harvest of Stars* (which switched from NBC to CBS in the spring) and Standard Oil (Indiana) which is sponsoring Chicago Bears football games this fall on a regional 12 station network, as well as games of five universities. Standard also has some 29 five-a-week shows in 22 cities.

TV-wise Swift has its NBC Eastern network program with Lanny Ross on seven stations. Mr. Craig believes that in the Chicago video scene money will tighten up and that the field won't expand as fast percentage-wise in the coming years as it has in the past year-and-a-half. Yet he foresees it as a "mass medium with tremendous advertising force," and a healthy one, with retail advertisers leading the way.

William A. Coop, radio and TV director, Burney-Kuhn Adv. Co., expressed hope the agency's fall radio budget will be appreciably greater than last year. With plans for several new accounts, the agency is concentrating presently on

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WMOB Mobile, Ala.
WLAY Muscle Shoals, Ala.
KTHS Hot Springs, Ark.
KFMB · San Diego, Calif.
WGBA · Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WDEF Chattanooga, Tenn.
WTJS · Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC · Memphis, Tenn.
KRIC · Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD · Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.
· also operating FM

TELEVISION

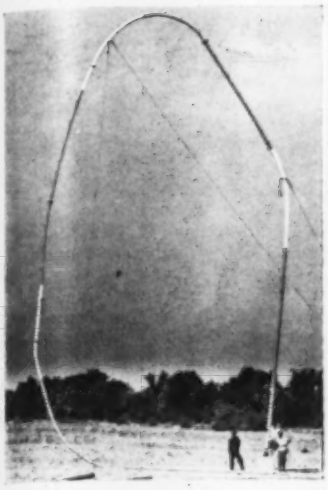
WEWS-TV Cleveland, Ohio

Another Class B FM CP Is Granted at Chicago

NEW CLASS B FM station for Chicago was granted by FCC last week to Metropolitan Radio Corp. of Chicago, locally owned firm. Channel 274 (102.7 mc) was assigned.

New station will have effective radiated power of 20 kw and antenna height above average terrain of 505 ft. Estimated cost of construction is $38,666.

Principals of new firm include the following: Ralph J. Wood Jr., who received his masters degree in communications from U. of Chicago this year, general-manager-president and 9.2% owner; Sanford I. Wolff, attorney, secretary 4.7%; Bernard I. Miller, treasurer 4.7%; Julius Pewowar, ex-UP correspondent who now is assistant director of the Army Civil Affairs Training School at Northwestern U., vice president 10.6%, and Dario L. Toffenetti, head of Toffenetti Restaurant Co., operator of restaurants in Chicago and New York, 22%. There are 41 other stockholders.



IF YOU think it was hot where you were, look what the heat did in Utica, N. Y. This odd looking structure used to be one of the newly-erected towers of WGAT Utica, until it fell victim to the torrid temperatures fortnight ago and slowly curled its way to the ground. J. Eric Williams, WGAT owner and general manager, reports that station has lost no air time despite the accident and a replacement for the fallen tower has been ordered.

televising the marketing of package shows.

Henri, Hurst & McDonald, Chicago, has added no new accounts since January and billings have remained virtually the same as for 1947. Biggest radio accounts still are John Morrell & Co., (Red Heart dog food), with Lassie show; Ballard & Ballard (flour), with *Renfro Valley Folks* Sundays, on 30 CBS stations; Skelly Oil Co., with its Alex Dreier commentary on 30-station NBC Midwest regional network, and Carolene Products (Milnot).

W. E. Jones, radio director, visualizes a curtailment of radio budgets, with an eye toward cutting of talent costs and airing of more transcribed shows. The agency has been experimenting with television, mainly sports events for Bell & Howell, and it is Mr. Jones' opinion that video in the Midwest will improve the AM picture. "Advertisers through the new medium will become more conscious of radio than in the past, and many of them who have taken AM for granted, will awaken to its use again, thus promoting more creative thinking," he contends.

Fall prospects at O'Neil, Larson & McMahon are "very good," according to Walter Zivi, radio director. Firm, which is very active in the spot field (comprising most of the agency's business), has several new accounts, for, in the main, new products. Many of them are currently on a test basis. Biggest spot (and overall) accounts are London Specialities Co., Michigan Bulb Co., and Perk Dog Food.

Nor was there any "substantial" change in radio billings at J. Walter Thompson, according to Hal Rorke, its radio director, who said that advertisers seemed disposed neither to reduce nor increase budgets. Agency's biggest accounts at present are *Kraft Music Hall* with Al Jolson; *Archie Andrews* and *Meet the Meeks*, for Swift; spots for Hedy home permanent (Lever Bros.) beginning this fall; *The Northerners*, for Northern Trust; *My True Story*, for Libby, McNeil & Libby (JWT's third largest user of radio after Swift) and spots for Indiana Bell Telephone. Bowman Dairy may also use radio.

Kraft's Television

Telewise, Kraft has its *Kraft Theatre* on Eastern TV stations, and Elgin is running spots on dozen or so stations. Mr. Rorke envisions television as "substantially reducing AM listening at night, but not so much during the daytime." Chicago will be in forerank of buyers of TV talent shows, he feels.

At CBS' Midwestern division, the outlook it not only "very good," but "it will be the best year in the history of the Chicago office," according to Don Roberts, network sales head of the division. Sales department expects to show a 30% increase for the year over 1947. New accounts for fall include Campana (with *First Nighter*), Gold Seal glass wax (which starts Arthur Godfrey on 167 CBS coast-to-coast stations this month), Miles Laboratories (*Hilltop House*) and Armour & Co. (with *Stars Over Hollywood* beginning Sept. 18). New clients since January: *Nora Drake* (formerly aired only on NBC) and *Crime Photographer* for Toni Co. *Junior Miss*, saga of the bobbysoxer, was begun this spring for Pepsodent on Saturdays.

John H. Norton Jr., vice president in charge of ABC Central Division, looks with optimism upon fall radio prospects. "We've got a lot of renewals back with us and new accounts, which more than offset the cancellations," he told BROADCASTING. "Not only that, we've got a lot of good solid sub-

(*Continued on page 62*)

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

IT PULLS

3 Years on the Air Have Proved the Selling Power of

"Something for the Ladies!"

Here's a local participating program that's now entering its fourth year. Quite a record! *"Something for the Ladies"* clicked right from the start, and has always done a terrific sales job for sponsors.

The period — 10:30 a.m. Monday through Saturday — has become an institution in Utah. Women have organized fan clubs to listen to *"Something for the Ladies."* Participation is currently available — but hurry!

This is another example of KDYL's alert local programming which builds and holds audiences . . . the same sure touch of showmanship which is now applied to local television programming on KDYL-W6XIS.

KDYL

UTAH'S NBC STATION

AM-FM-TELEVISION

National Representative: John Blair & Co.

Prospects in Chicago

(*Continued from page 61*)

stantial prospects on the line."

The record as compiled by the network's sales office bears out Mr. Norton's optimism for the fall. The division is high on renewals and new business, and actual cancellations have been few. New business includes *Challenge of the Yukon* for Quaker Oats; *Breakfast in Hollywood*, Pillsbury; segment of the *Breakfast Club*, General Mills (*Kix*) and *Speak Up America*, for Tucker Corp. (which cancelled June 27.) Renewals: *My True Story*, for Libby, McNeil & Libby; *Sky King*, Derby Foods; *Jack Armstrong*, General Mills; *Ladies Be Seated*, Quaker Oats; *David Harding, Counterspy*, Universal Match Corp; *Dorothy Kilgallen*, Drackett Products; *Groucho Marx Show*, Elgin-American; *Famous Jury Trials*, (later cancelled) *Green Hornet*, *Lone Ranger* and *Betty Crocker*, for General Mills; and *Breakfast in Hollywood* and *Welcome Travelers*, Procter & Gamble. Cancellations: segment of *Breakfast Club* for Toni Co.; *Terry & the Pirates*, Quaker Oats; *Lassie*, (which switched to NBC), John Morrell & Co; *Breakfast in Hollywood*, and *Galen Drake*, for Kellogg Co., and GM's *Famous Jury Trials*.

Mutual's Midwest sales office reported a host of renewals and some new accounts since last January pointing to "good fall radio." Most recent was Continental Pharmaceutical, which snapped up MBS' network co-op, *Leave It to the Girls*, for regional sponsorship. Other business (including new and old): Quaker Oats, Cudahy Packing Co., American Bird Products, Cole Milling, International Milling, Miles Laboratories, Ralston Purina, Mutual Benefit (of Omaha), Revere Camera, Wander Co, Brach candy and Williamson candy. One of its biggest additions this year was Shotwell candy *True or False*.

At NBC Central Division, newest addition is Pet Milk, which switched its Mary Lee Taylor and Vic Damone shows from another network. Another new piece of business was S. C. Johnson & Co's addition of a Fred Waring segment to its radio schedule. Some renewals: Waring show for Minnesota Valley Canning, *Archie Andrews* for Swift. Swift also is expected to renew *Meet the Meeks* this fall and Bob Hope returns shortly for Pepsodent. Generally, the outlook is one of optimism at NBC, with many other prospects still in the offing. Only appreciable loss thus far was that of W. A. Sheaffer Co., which recently announced it was not renewing the Eddie Howard program.

Among Chicago's network stations, WMAQ, NBC owned-and-operated outlet, reported an estimated 5% increase over 1947. "People seem to have more confidence in the belief that good business will continue," according to Oliver Morton, WMAQ sales manager.

The future is "unusually bright" at WENR, ABC owned-and-operated, which has shown a 50% increase in billings since January, according to Roy McLaughlin, general and commercial manager. He said he expects further boosts in business through the beginning of next year. Sales department of WBBM, CBS owned-and-operated station, was not available for comment at the time, but billings have been upped over last year's figures, it was understood from other sources.

Bill McGuineas, commercial manager of WGN and WGN-TV, told BROADCASTING there had been more activity during a recent ten-day period than all last winter. For the first seven months of 1948 WGN has shown a 20% increase over 1947.

Recession Fears Dwindle

There is evidence that early fears of a recession have dissolved, and while buyers are not spending money for luxury items, they still are spending, Mr. McGuineas believes. WGN's biggest clients are Walgreen Drug Co., and such retail firms as Nelson Bros., Hirsch clothiers, Goldblatt's store chain, Evans Fur Co., and of course the Northern Trust Co. (which has been on station 16 years).

Chicago's pioneer TV station, WBKB (Balaban & Katz), reported it will enjoy an even better position than last fall when almost all available commercial time was sold. Station, which has approxi-

WSIX scores again

Leading food processors use WSIX consistently—not only for new products, but for year in year out results. That's because WSIX has helped them score again and again in Nashville's retail trade area. 1,321,400 people in WSIX's 60 BMB counties spent $654,888,000* last year for food alone. WSIX can help you score in this rich market, too!

*Projected from Sales Management May 1948

BETTER BUY WSIX

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

AGREEMENT ON WJBW REACHED BY CARLSONS

SETTLEMENT of differences between Charles C. Carlson, owner of WJBW New Orleans, and his divorced wife, who has an FCC grant for the use of WJBW's frequency, was reported to the Commission last week.

The compromise agreement, contingent upon FCC approval, accompanied a request filed by Mrs. Louise C. Carlson for a special service authorization to use the equipment of WJBW to provide a broadcast service for nine months until her own authorized station (WADW) is completed.

Under the agreement Mrs. Carlson would pay her former husband $600 a month to a total of $108,000, starting when she takes over the equipment of WJBW. In return she would get the physical assets of WJBW, pending litigation would be dropped, and Mr. Carlson would relinquish all claims to the ownership of community property that had not been settled by their 1942 divorce proceedings. He would pay her $3,000 for certain property to be retained by him.

Good Samaritan

THE "Good Samaritan" story was re-enacted at the time WXKW Albany, N. Y., started fulltime operation. When Thomas E. Martin, manager of WRUN Utica, N. Y., called Hal Meyers, WXKW manager, to congratulate him, Mr. Martin found out that the WXKW staff was still short. To give a helping hand, two WRUN staff members were sent to help the Albany manager until he could secure additional personnel.

mately 40 clients, is building up its programming, especially studio audience shows, while maintaining its usual heavy sports schedule. All in all, WBKB is considered to be edging finally into the financial black, from all indications.

Station currently is studying its rate structure for possible revision in view of rates in other markets and the competition in the TV field which already has begun to take shape in Chicago. That competition is expected to grow profusely in coming months, especially with the advent of other stations and Midwest network video, as well as the continued increase in set ownership.

For those reasons, fall TV prospects there are more than just encouraging—they are limitless, in the same breath, with the reasonable belief that 1949 may well see the baptismal awakening among advertisers.

Among independent AM stations, WIND Chicago's local and regional billings are among those of the top two or three non-network stations in the country in dollar value, according to John Carey, sales manager of the station. Mr. Carey sees a "return to normalcy" in view of pending crackdowns on lottery shows, and points out WIND is one of few stations which does not indulge in the practice.

Station picture for the first six months of 1948 was a rosy one, for WIND added many local and national accounts. A few of its biggest advertisers are P. Lorillard (Old Golds) and Walgreen Drugs (which alternate Cub baseball games), Liggett & Meyers (Chesterfields) with *Eddie Hubbard's ABC Club* and Atlas Prager with its all-night show. Overall, an all-time high in business is anticipated for fall, according to Mr. Carey.

At WAAF, *Drover's Journal* station, local and regional billing is 16% ahead of '47 thus far this year. Accounting for the increase in the past six months are such accounts as Columbia Record Corp., Royal Crown Cola, Peter Hand Brewing Co. and the Peter Fox Brewing Co., among others. In discussing radio trends and, in particular, WAAF's programming, Bradley Eidmann, general manager of WAAF, cites increased popularity of transcribed shows ("more than at any time in the past"), ratings of which have hit an all-time high. Station is planning to move complete AM operations to 221 N. LaSalle St., around Oct. 1.

Still another example of the phenomenal commercial success enjoyed by Chicago independent operations is WAIT whose billings for the end of this year and early next are up 21% over 1947. New accounts since January include Blatz beer and Robert Hall clothiers, which only this year flooded the Chicago independent radio market. Business-wise, station is using 30% more national advertising this year, with local accounts approaching the saturation point due to limited air time.

Aston Optimistic

Sil Aston, station representative member recently turned general manager for WAIT, views the radio future with optimism, but contends "the picture is getting tighter." He points out: "Manufacturers are now meeting their demands, and large amounts of items are not sold anywhere near as easily as they formerly were. Most manufacturers have caught up with consumer demand. Hence, stations as well as agencies are cutting down on their budgets to put out shows which are effective but still cost less, by curtailing on name stars." Trend is for stations to use more transcribed shows, though WAIT itself is using fewer, Mr. Aston said.

WJJD Chicago reports a considerable boost in billings over last year, but would give no figures or percentages. Time-wise, the station is sold fairly solid, because of such typical national accounts as El Praco (cigars), Freezone, Sal Hepatica, Italian Swiss Colony (wine), and Ipana (for spot). Locally a host of breweries—Canadian Ace, Peter Fox, Keeley and Atlas Prager—have proven faithful advertisers, alongside of automotive and food clients.

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE

City Slicker, Country Style, Waters the "Horses" and Raises Ned

Whether Fulton Lewis, Jr., is watering a thirsty tractor or digging up evidence of interference with free enterprise, his enthusiasm for doing a good job urges him along his independent way. His down-to-earth style as he runs over the top of the news from Washington gets and holds loyal listeners.

His program rates high with advertisers as well as listeners. Currently sponsored on 319 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are 502 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

8 Station Sales Requested of FCC

SALES of WRRN Warren, Ohio, for $300,000 to the Warren *Tribune-Chronicle* and WBAY Coral Gables, Fla., for $125,000 to Atlantic City group were reported in applications tendered for filing last week at FCC. Application for Commission consent to $115,000 sale of WBBZ Ponca City, Okla., to *Ponca City News* also was filed [BROADCASTING, July 15].

Other newly filed transfer applications at FCC included requests for approval of ownership changes at WHAR Clarksburg, W. Va.; WBSR Pensacola, Fla.; KCHE El Reno, Okla.; WACA Camden, S. C., and KWEM West Memphis, Ark.

Details of the transfers follow:

WRRN WRRN-FM Warren, Ohio—Transfer of control Nied & Stevens Inc., licensee WRRN and permittee WRRN-FM, from Perry H. Stevens, Lucy S. Stevens, Frank T. Nied and Evelyn A. Nied, equal owners, to The Tribune Co., publisher daily "Tribune-Chronicle," for total consideration of $300,000. Mr. Nied unable to continue operation of stations because of serious illness and other stockholders are not available, application said. Tribune Co. is AM applicant at Warren, and will dismiss application if transfer is approved.

WBAY Coral Gables, Fla.—Assignment of license from James A. Brown, et al, doing business as Atlantic Shores Broadcasting Ltd. to Atlantic Shores Broadcasting Inc., new firm, for $125,000. Sellers: James A. Brown and Ronald C. Johnson, 27.5% each; Elbert B. Griffis, Bert Graulich, Charles H. Johnson, William A. Johnson, James E. Brooker, Charles E. Cross, Alden J. Woodworth, Frank E. Sater and Frank J. Beougher, 5% each. New firm is composed of following: Richard Endicott, owner, Endicott Hotel, Atlantic City, president; Simon Zisman, Atlantic City retail novelty business, vice president; David Freedman, accountant, vice president - secretary; Joseph Slotoroff, accountant, treasurer, and Israel Dichter, wholesale produce dealer, Bridgeton, N. J. each holds 20%.

WBBZ Ponca City, Okla.—Assignment of license from Adelaide Lillian Correll, sole owner, to Ponca City Pub. Co., publisher daily "Ponca City News," for $115,000. Ponca City Pub. Co. is AM-FM applicant there.

WHAR Clarksburg, W. Va.—Transfer of control of Mountain State Broadcasting Co., licensee, from Andrew H. Kovlan to Fred Bailey and Glacus G. Merrill. According to application Mr. Kovlan sells entire holding of 275 shares, indicated to be 27.5%, for $16,000 with Mr. Bailey taking one share and Mr. Merrill 274 shares. Mr. Merrill is president and general manager of WHAR and other FCC records show him as chief owner of station.

WBSR Pensacola, Fla.—Transfer of control of Escambia Broadcasting Co., licensee, from Kirke M. Beall to Ruth Braden. Mr. Beall sells 10% holding for $4,000 to Mrs. Braden, 50% owner. Latter's mother and brothers hold 30% interest.

KCHE El Reno, Okla.—Assignment of permit from co-partnership of C. C. Woodson, J. T. Carlisle and Ross K. Prescott doing business as El Reno Broadcasting Co. to Messrs. Woodson and Prescott as co-partners of new firm under same name. Interest of Mr. Carlisle is acquired at cost of his investment, $1,750.

WACA Camden, S. C.—Assignment of permit from Haygood S. Bowden, sole owner, to Camden Broadcasting Co., new firm of local businesmen. Mr. Bowden receives 21.74% interest in Camden Broadcasting for his investment in station to date.

KWEM West Memphis, Ark.—Transfer of control of West Memphis Broadcasting Corp., licensee, from Beloit Taylor to John F. Wells and Phillip G. Back. No consideration given in application. Mr. Taylor, 50% owner, transfers a 33% interest in station in equal parts to Messrs. Wells and Back.

NARND Confers News Awards on KFWB, Ohio State U.

AWARDS for outstanding work in the field of radio news were issued by the National Assn. of Radio News Directors to KFWB Hollywood and and Ohio State U., according to John F. Hogan, NARND president and news director of WCSH Portland, Me. The commendations are the first ever issued by NARND.

Mr. ROBERTS

Mr. LEWIN

Mr. GORDON

Dr. DALE

Mr. WAGNER

Citation to KFWB was for "outstanding gavel-to-gavel coverage of the Democratic and Republican Conventions." The station aired over 56 hours from Philadelphia where it sent a crew of newsmen and engineers. In addition to the over-all award, three KFWB staff members received individual commendations. They were Al Gordon, news director, and Clete Roberts and George Lewin, newsmen, who did the broadcasts from Philadelphia.

The Ohio State U. award was issued for the university's yearlong study of listener absorption of newscasts. Dr. Edgar Dale, of OSU's bureau of educational research, received an individual citation, as did Paul Wagner, radio journalism director, who conducted the listener study.

The NARND Awards Committee, which is authorized to issue such commendations "whenever it wishes to praise a station or individual for outstanding service to radio news," is composed of Charles Hilton, KGLO Mason City, Iowa, chairman; Robert Mahoney, KWKH Shreveport; Jack Shelley, WHO Des Moines; Russell Van Dyke, KRNT Des Moines; Jack Knell, WBT Charlotte; Frederick Holt, WIRE Indianapolis, and Jack Dunn, WDAY Fargo.

KYW-FM to Start Tests Soon on New Equipment

CONSTRUCTION work on the new KYW-FM tower, which soars 576 feet above mid-town Philadelphia, was completed Aug. 31. The station marked the occasion with a special broadcast featuring interviews with construction men and station officials. Next evening, WPTZ, the Philco television station, telecast a special program, showing films of the tower and carrying interviews with construction and station officials.

Tests of the new equipment will get underway in the next few days, according to Robert E. White, manager of the Westinghouse station. Tower was erected by Hartenstine-Zane Co. Inc., New York.

HOW TO REACH THE SOUTH'S FIRST INDUSTRIAL AND FARM MARKET

PICK KPRC, THE SOUTH'S FIRST STATION! . . .

NATIONAL MAGAZINES FEATURE HOUSTON AS HUB OF SOUTHWESTERN BOOM IN OIL, FARMING
April 15 — Subscribers to national magazines this month will get an eye-opening account of big business in Texas and the southwestern part of the

Yes, KPRC *is* FIRST! FIRST in Houston, "hub of the Southwestern boom in oil and farming!" *FIRST* IN THE SOUTH'S FIRST MARKET! . . . And, KPRC has *increased* its dominant position over other radio stations in this market, as 1948 listening* surveys show:

	1947	1948
KPRC over Station "B"	28.03%	46.8%
KPRC over Station "C"	31.5%	59.9%
KPRC over Station "D"	172.5%	293.9%

Put your client's message where it will reach the most listeners in this thriving industrial and farm market of the Southwest. Pick KPRC, now! For availabilities call Petry or write us.

*For copy national survey, write KPRC

FIRST IN HOOPER RATING

FIRST IN B.M.B. RATING

FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 Kilocycles 5000 Watts

National Representatives: Edward Petry and Company

. . . Affiliated with NBC and TQN . . .

Jack Harris, General Manager

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

3 New AM Grants And 1 Power Boost

Stations in Arkansas, Colorado, Tennessee Authorized by FCC

THREE NEW STANDARD stations were authorized by FCC last week - and improved assignment was granted to an existing AM outlet.

Southwestern Pub. Co., headed by Donald W. Reynolds, South-Western publisher and radio-television operator and applicant, received fulltime 250 w assignment on 1340 kc at Springdale, Ark.

Daytime only assignment on 1260 kc with 500 w was received by The Fort Morgan Broadcasting Co., Fort Morgan, Col., locally-owned firm, and new daytime outlet on 1350 kc with 1 kw at Nashville, Tenn., was awarded to a local group, Hermitage Broadcasting Corp.

WJHO Opelika, Ala., received power boost from 100 w night, 250 w day to 250 w fulltime on 1400 kc. Licensee is Opelika-Auburn Broadcasting Co.

The grants were made by an FCC board last Wednesday composed of Comrs. Paul A. Walker and Robert F. Jones.

The new station authorizations and ownership details follow:

Fort Morgan, Col.—The Fort Morgan Broadcasting Co., 1260 kc, 500 w, daytime; engineering conditions. Estimated cost $19,880. Principals: Robert H. Dolph, salesman for General Motors Corp. Truck and Coach Div., 26% owner; Robert S. McCollum, general manager, Auto Equipment Co., 25%, and J. Thomas Price Jr., special representative for Southwestern Bell Telephone Co., Dallas, for 12 years, 29%. Granted Sept. 1.

Nashville, Tenn.—Hermitage Broadcasting Corp., 1350 kc, 1 kw, daytime; engineering conditions. Estimated cost $11,625. Principals: V. T. Irwin Jr., senior statistician at Tennessee Dept. of Employment Security, president-treasurer and 55% owner; W. W. Lanier Jr., labor market analyst for Tennessee Dept. of Employment Security, vice president-secretary 25%, and Hazel Giddens Morton, farmer, vice president 20%. Granted Sept. 1.

Springdale, Ark.—Southwestern Pub. Co., 1340 kc, 250 w, unlimited; engineering conditions. Estimated cost $20,550. Firm is owned by Donald W. Reynolds 66.5% and Edith R. Reynolds 33.3%. Mr. Reynolds operates KFSA Fort Smith, Ark., and has part interest in WIKK Erie, Pa. Group has multiple newspaper and broadcast interests and also has filed for television in Fort Smith, Tulsa and Oklahoma City. Granted Sept. 1.

Robert Hall Plans

ROBERT HALL Clothes will be using about 90 local radio stations for spots and program participations when it expands its current schedule this month for a four-week intensive campaign. The campaign calls for 207 weekly programs and more than 700 weekly announcements on 26 new stations in nine new markets. The promotion, announcing 13 new Robert Hall clothing salesrooms in 11 cities, will be followed by a year-round promotional advertising campaign. Sawdon Advertising Co. is the agency for Robert Hall, which devotes half of its advertising budget to radio.

WHAW PRESENTATION

Small Station Combines All Basic Information For Prospective Clients

TO HELP increase local sales, and give the prospective time purchaser information on what he is going to get, WHAW Weston, W. Va., is preparing a complete presentation for every potential spot or program purchaser.

Prepared by Carl Loose, sales manager, the presentation contains information on the program offered, cost and background on the station. Harold McWhorter, president, reports that this plan has been extremely successful . . . "and has clicked almost 100%."

The presentation is bound in a folder and opens with a letter to the prospective client introducing the plan. A general background of the advantages of radio advertising is included, directed toward the particular client's needs. The program is outlined in detail and reasons given why the station suggests this particular show. Cost of the program is given first as an impression breakdown and then in dollars per week. Manufacturer cooperation in paying for the show is stressed where applicable.

Following the detailed information on the show and its cost, basic information on the station and its program policies is given. This section covers the entertainment and educational phases of the general programming, basic cost and coverage and extent of cooperation between the station and local groups.

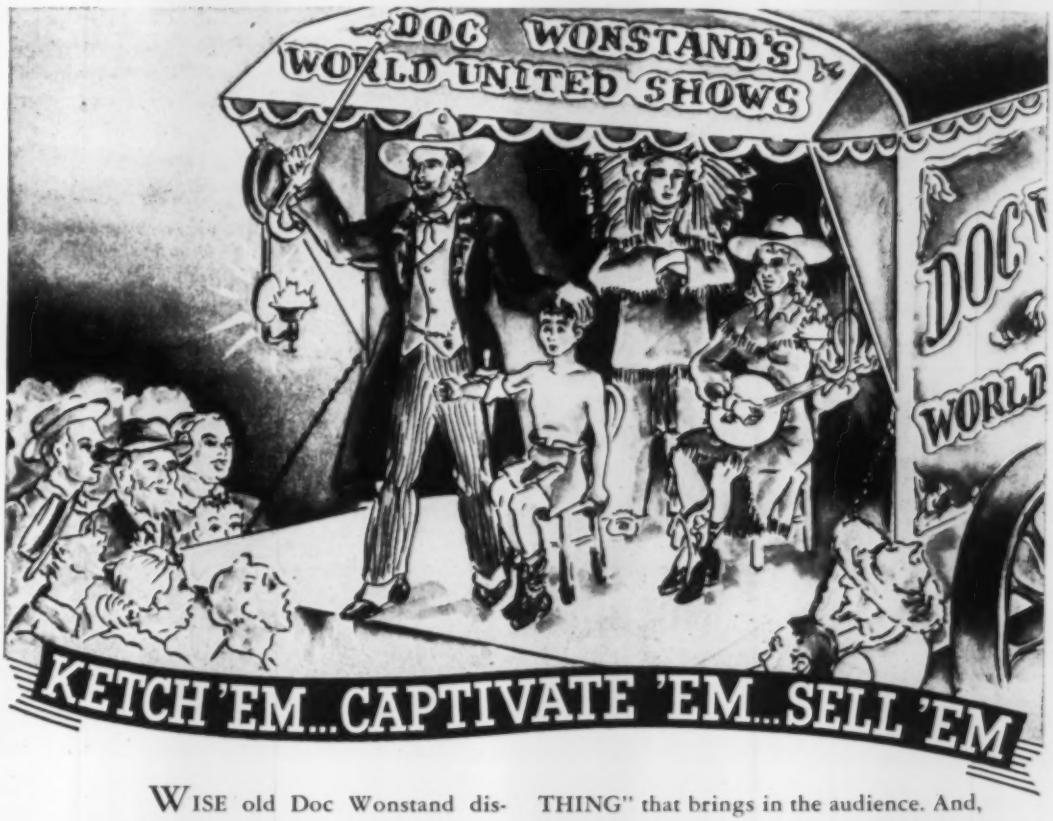
WHAW is a fulltime 250-w Mutual station on 1450 kc.

Taylor Leases Hollywood Center From Frank Burke

LEASING of Sunset Radio Center and all its facilities, at 6000 Sunset Blvd., Hollywood, has been taken over by Arthur N. Taylor in deal made with J. Frank Burke Sr., Sept. 1. Arrangement follows recent breakdown of plans for sale of building to Telefilm Inc. [BROADCASTING, June 21].

Plans are underway to augment present recording studios to include television equipment, and to introduce other improvements, according to Mr. Taylor. Building will be known as Sunset Radio and Television Center.

Jack Fredericks is being retained as general manager of the organization, along with Myron McNamara, sales manger, and the engineering staff. CBS will continue to lease studios in the building, according to past policy.



WISE old Doc Wonstand discovered early in his career how to collect an audience. Entertainment that people wanted to hear sold his "Magic Elixir." Showmanship made the medicine show a success.

We at WPTR know "THE SHOW'S THE THING" that brings in the audience. And, in a more modern style, we provide the showmanship that will sell your modern products in the lush Capital District . . . Albany-Schenectady-Troy.

Herb DuVal

WPTR

10 KW NIGHT AND DAY

PATROON BROADCASTING COMPANY, HOTEL TEN EYCK, ALBANY 1, N. Y.

Canada

(*Continued from page 25*)

the usual supplementary network basis. Two advertisers are using this new French network key station of which is CKVL Verdun, and they are H. J. Heinz and Olgilvie Flour Mills, both with weekly half-hour programs.

More transcribed shows are available in Canada this season than ever before, according to officials of transcription distribution companies. This includes not only American shows, but also Australian, British and Canadian shows on discs. Stations are buying about the same as last year, there are many inquiries for transcribed shows, and most distributors show an increase in business over last year.

While there is no television in Canada as yet, at least one major advertising agency has a standing order from a large Canadian advertiser to get into TV immediately. With exception of this one advertiser, no other inquiries for TV time have come as yet to major agencies. There is not likely to be a Canadian TV station till at least late in 1949.

The Canadian government is still in Canadian radio advertising, albeit on a small scale. Currently there are spot announcement and transcribed spot campaigns on recruiting for the three branches of the services. Sometime in October there will be spot announcement campaign for the Third Canada Savings Bond campaign, and a local program from many stations, sponsored by the Canadian Department of Finance for this bond drive.

From station representatives it is learned that time is getting harder to obtain all across the board on major market stations. Some stations are completely sold out, except for such sustaining time as they reserve for public service programs. Station representatives report that smaller market stations have considerable time to sell, while a number of leading agencies in spot business report they are buying more small stations than ever before.

Backing up the contention of station representatives that major market stations are getting the bulk of the business, a number of agency radio directors told BROADCASTING that rising costs and increased station rates, tied to fixed advertising appropriations, have resulted in a more careful buying of stations with largest market coverage. Advertisers with fixed appropriations are accordingly using fewer stations, and more major market stations.

In spot business there are some new advertisers, as well as on networks, mostly in the food lines. Peak has not yet been reached in number of advertisers who can use radio in the Dominion. There is a definite tendency, one major agency radio director points out, to more quality programs to point to quality products, and more use of radio for institutional programs by large companies with non-merchandise lines. Large advertisers of this type, such as Canadian Industries Ltd., are expanding the use of their institutional programs.

Although Canadian broadcasters now have permission, as of Sept. 1, to use price mention advertising, the survey showed that no national advertiser has as yet asked for any types of price mention on spot announcement or spot programs. Local advertisers are expected to be major users of price mention advertising.

There have been some cancellations among large advertisers of network and spot time for the fall, but new advertisers or expanded schedules from current advertisers have made up for any loss. Summing up Canadian fall business, it is up somewhere between 10 and 15% over last year, and practically all stations see 1948 as their best year.

Midsummer Is Best For Independents

Baseball Helps Them Reach Most Listeners Then, Says Pulse

INDEPENDENT stations, particularly those carrying baseball broadcasts, reach their largest listening audience in midsummer, according to the latest report published by Pulse Inc. The survey, for July and August, included five giveaway shows among the top 10.

Average quarter hour sets-in-use figures were: Cincinnati, 26.3; Chicago, 23.5; Boston, 22.5; New York, 21.9; Philadelphia, 21.5, and the five areas combined, 22.4.

Mr. District Attorney was the only program retained from the May-June listing, as the other nine shows went off the air. The complete report is as follows:

TOP TEN EVENING & DAYTIME SHOWS

Evening

	Highest ¼ Hr. Rating	
	July Aug.	May June
Stop the Music	14.7	
Break the Bank	11.6	
Take It or Leave It	10.7	
We, The People*	10.4	
Mr. District Attorney	10.2	17.0
Louella Parsons Show	10.1	
Strike It Rich	10.1	
Hit the Jackpot	9.8	
Your Hit Parade	9.5	
Suspense	9.1	

Daytime—5 a Week

	Highest ¼ Hr. Rating	
	July Aug.	May June
Arthur Godfrey	8.5	9.4
Rosemary	7.3	8.0
Big Sister	7.2	7.9
Helen Trent	7.2	7.7
Grand Slam*	7.2	
Breakfast Club	7.1	8.1
Our Gal Sunday	7.0	7.7
Aunt Jenny	6.3	7.2
Guiding Light	6.2	7.2
Wendy Warren*	6.2	6.8

* 4-City average.

Saturday & Sunday Daytime

	July Aug.	May June
Theatre of Today	6.7	7.7
Stars Over Hollywood	6.6	7.6
Let's Pretend	6.5	7.2
Grand Central Station	6.0	6.2
Junior Miss	5.9	6.8
Under Arrest	5.7	
Detective Mysteries	5.1	
Counterspy	5.1	5.2
What Makes You Tick	4.6	
Archie Andrews	4.4	5.0

WSB-TV Starts Tests

Also see story page 68

THE FIRST test pattern transmission by WSB-TV Atlanta was made Aug. 31. Following an equipment test, the entire Atlanta - Nashville game was telecast. The station reports enthusiastic calls and reports of excellent reception from distances up to 50 miles from Atlanta.

Philadelphia

(*Continued from page 25*)

radio volume is not falling off in spite of the mushrooming of local television."

Solis Cantor, head of the Solis Cantor Agency: "Radio already is being affected by television and will continue to be, for television is the coming medium. Radio, in our belief, will resolve itself into a daytime medium, for the housewife can do her chores while listening. We believe television is going to take constantly bigger chunks of the night-time audience. This already is reflected in our own business, for we have placed 14 individual accounts in television. We're optimistic about the fall outlook and about Christmas.

Frank S. Folsom, executive vice president, RCA, in charge of RCA-Victor Division: "In these days of tremendous national interest in everything in television, it is sometimes easy to forget or take for granted the radio industry. Yet that is actually like forgetting you have a strong right arm. For while it is natural to set our eyes and imaginations on television's business potential, the bread and butter of the industry is still radio.

"Two factors presage a big radio year: Housing expansion and the marriage rate. A majority of the million-and-a-half couples who will be married this year will be setting up housekeeping between now and Dec. 1 and certainly an impressive number will be wanting radios."

WCPO

1st MORNING

1st AFTERNOON

1st. 1st EVENING

1st SUN. AFTERNOON

1st SAT. DAYTIME

ACCORDING TO JULY C. E. HOOPER REPORT

Represented by the BRANHAM COMPANY

Affiliated with the CINCINNATI POST

a Scripps-Howard station

WCPO CINCINNATI'S NEWS STATION

WNDR

BASIC MUTUAL NETWORK

5000 watts, 1260

SYRACUSE, N. Y.

Studios in the Wilson Bdlg.

Al Godwin, General Manager

Represented nationally by

Paul H. Raymer Co.

KMED Asks Sale To Original Bidder

ANOTHER CHAPTER in the long—and thus far futile—KMED Medford, Ore. transfer case opened last week when Mrs. W. J. Virgin, the owner, noted that the "buyer" whom FCC approved has withdrawn, and asked the Commission to let her go ahead with her original sale.

This would involve transfer of the station to Gibson Broadcasting, owned by Luther E. Gibson, for $250,000 plus a 33.5% interest in the company. Mr. Gibson, licensee of KHUB Watsonville and KSLI (FM) Salinas, Calif., would own the remaining stock of Gibson Broadcasting.

Mr. Gibson was the original "buyer" but Medford Radio Corp. filed a competing bid under the Avco Rule and won FCC approval on grounds of local ownership. Mrs. Virgin contended that the Medford group, by failing to offer personal endorsement of a $187,000 note toward the purchase price, had not complied with the "same terms and conditions" requirement of the Avco Rule. She won Comr. Robert F. Jones' support for this view, but the majority of the Commission rejected the argument.

In the new petition last week, Mrs. Virgin and Gibson Broadcasting told the Commission again that Medford Radio Corp. had refused to sign a contract based on the same terms and conditions as her original agreement with Mr. Gibson.

She called FCC's attention to a letter sent to the Commission by Medford Radio on August 11 "stating in substance that it was no longer interested in the matter of the control of Radio Station KMED.

Since the only competing bidder has withdrawn, she argued, her original application for transfer to Gibson Broadcasting should be reinstated and granted without further proceedings.

KMED is on 1440 kc with 5 kw day and 1 kw night.

RCA control panel of WNOW is examined by executives of station (l to r): Mr. Daugherty, Mr. Kitchen, Mr. Williams, Mr. Goldsborough and Mr. Smith.

PARAMOUNT

FCC Moves to Settle Control Issues

STEPS were taken by FCC last week to effect prompt settlement of the Paramount-DuMont control issues in the competitive television hearings at San Francisco, Detroit, Cleveland, Boston and Cincinnati and looking toward early decision in the San Francisco case.

But any such prompt decision may be delayed indefinitely, some quarters predicted, with the filing last Thursday by Television California Inc., one of the San Francisco applicants, of an appeal in the U. S. Court of Appeals for the District of Columbia. The suit is directed against FCC's separation from the San Francisco proceeding of Don Lee Broadcasting System and video Channel 2 (54-60 mc), the facility Don Lee seeks, pending settlement of the long pending Don Lee network case [BROADCASTING, May 17].

Spokesmen for Television California contended the appeal need not delay the decision, however.

The Commission ordered the applicants in the West Coast proceeding to file by Sept. 30 their proposed findings of fact and conclusion and further ordered that parties to the several other related proceedings be permitted to file proposed findings on the Paramount-DuMont control issues by that date. FCC also directed Jack P. Blume, its hearing examiner in the cases, to "expeditiously" prepare and submit a recommended decision in the San Francisco case. Petition of Paramount interests seeking immediate determination of the DuMont relationship was denied.

The San Francisco hearing, which took some four weeks to complete [BROADCASTING, July 5], has involved five applicants for two channels with separation of Don Lee and its requested channel. Present competitors are: CBS, KROW Inc., Paramount Television Productions, Twentieth Century-Fox of California Inc. and Television California.

Effect on San Francisco

Any ruling the Commission may make regarding Paramount's interest in Allen B. DuMont Labs. will have direct effect on disposition of the San Francisco case as well as the other proceedings in which these interests are a party. Hearing on the control question has already been held [BROADCASTING, May 17].

In the Detroit case, in which Paramount's United Detroit Theatres Corp. is competing with WJR Detroit, the hearing has been held but FCC's counsel has reserved the right to reopen it for further proceeding should the Commission make some determination of its investigation of the G. A. (Dick) Richards outlets, including WJR and WGAR Cleveland and KMPC Hollywood [BROADCASTING, March 29].

No hearing has yet been held in Cleveland, Boston or Cincinnati.

WNOW's Executive Staff Headed by L. W. Williams

SELECTION of the staff of WNOW, new 1-kw daytime independent at York, Pa., has been completed, Lowell W. Williams, president and general manager, announced last week.

Mr. Williams, formerly an executive of the H. J. Williams Co., York, said the station is emphasizing local programming. The program director is H. E. (Doc) Daugherty, former chief announcer for WORK York.

Other staffers include: Wilbur Smith, commercial manager, previously with WHHT Durham, N. C., in a similar capacity; Murray Goldsborough, who was with WFMD Frederick, Md., for four years, head of the sales department, and N. Carl Kitchen, continuity director.

Studios of WNOW, which went on the air June 22 and operates on 1250 kc, are at 25 S. Duke St., York, and its transmitter is three miles northeast of York's Continental Square near Pleasureville, Pa. The two-unit tower consists of a 54-ft. RCA FM pylon mounted atop a 154-ft. AM wind turbine tower.

PLAQUE, carved out of wood and painted by youths of Washington Junior Police and Citizens' Corps Inc., has been awarded to WTOP-CBS Washington, as "a token of appreciation for outstanding community service rendered" and for "unselfish service in bringing before the radio audience the work of the Junior Police and Citizens' Corps."

Hon. Geo. R. McGivern
Grant Adv.
Chicago, Ill.

Dear George:

Big pay raise in th' chemical plants this week . . about 12,500 Charlestonians 'll git a yearly total increase figure into th' millyuns. . . . That means WCHS listeners 'll have more t' spend. Cousin Zeb sez he's goin' t' git one o' them port-able radios t' take along when he goes sparkin' with his gal . . naturly, other people has other plans . . but, you kin bet, with 5000 watts at 580, plus CBS . . people is gonna git them plans from ole' WCHS.

Yrs.

Algy

WCHS
Charleston W. Va.

5000 WATTS in Sept!
600 kc
CBS
EL PASO
KROD
KEY STATION-
SOUTHWEST NETWORK
Represented Nationally by
TAYLOR-HOWE-SNOWDEN

ATLANTA TV DEMONSTRATION

Week-Long Preview Is Presented by WSB-TV At Rich's Big Department Store

CROWDS averaging 60,000 per day saw the preview of television given a fortnight ago by WSB-TV Atlanta at Rich's department store. A total of 400,000—the equivalent of Atlanta's population—had seen the show before its close.

WSB-TV, Atlanta's first video station, will start operation Sept. 29, station officials report.

The week-long demonstration originated from the third floor bridge of the store and was fed to 60 home-type RCA receivers placed throughout Rich's. Programs were offered in two sequences daily, from 11 a.m. to 1 p.m., and from 2 to 4 p.m. Each sequence had 13 live shows, identical during each showing.

The programs, presented under the supervision of Mark Toalson, WSB-TV production manager, were offered as typical examples of shows to be broadcast by the station when it begins operation.

The programs opened with the Sunshine Boys, members of the WSB talent roster, followed by *Man on the Bridge*, a man-on-the-street type show with Lee Jordan and Bill Packham. The *Perrins*, a two-piano team followed, after which *Fashions in Wonderland*, a kiddies' fashion show, was presented.

Jimmy Bridges and the news

Guiding hands behind the demonstration were (standing) Mr. Toalson and (seated l to r) Brad Crandall Jr., Jane Sparks and Elmo Ellis, directors.

were next, followed again by the Sunshine Boys, this time in a Western setting. Adult fashions came next in *The Specialty Shop*, featuring Atlanta models. The Atlanta Junior League then presented a marionette show, followed by *Rich's Review*, a program of talent selected from store employes.

House of Magic was highlighted next with a demonstration of modern home appliances, followed by *Gallery Portraits*, featuring the versatility of feminine accessories.

The program closed with another *Man on the Bridge*.

Cameras were set up in the center of a 22 by 40-foot studio, working alternately on stages at each end of the setting. A walkway along the side of the studio allowed public viewing of the studio operation.

KONO INCREASE

Shift to 860 kc Included In Proposed Grant

KONO San Antonio, one of the early "Blue Book" stations, won a proposed decision from FCC last week in its bid for 860 kc with 5 kw day and 1 kw night, directionalized fulltime. KONO is now on 1400 kc with 250 w.

Roy Hofheinz and W. N. Hooper, owners of KTHT Houston, seeking the same frequency and power for a new San Antonio station, were given a proposed denial.

The Commission conceded that, although it had once questioned KONO programming to the point of holding a "Blue Book" renewal hearing, there is no evidence that any listener ever complained about the station's programming, and that, in fact, KONO's program service "has been, on the whole, meritorious."

But the decision took KONO spokesmen to task for denying that they had ever pledged certain program "improvements" attributed to them in the FCC decision which granted license renewal after the "Blue Book" hearing [BROADCASTING, Sept. 1, 1947].

Eugene J. Roth, KONO owner, and the station's attorney, Andrew W. Bennett, were quoted as denying, during the 860-kc hearing, that KONO had ever actually made commitments (1) that not more than three commercial spot announcements would be carried in any 15-minute period, and (2) that live talent programs would amount to 20-25% of broadcast time each day. FCC's decision granting renewal was in error when it reported these promises had been made, Messrs. Roth and the attorney argued, asserting that they did not file exceptions to the decision because it granted renewal.

GIVEAWAYS

Bring Them Into Line With Code—Kobak

EDGAR KOBAK, MBS president, last week said radio networks ought to examine giveaway shows in the light of NAB code provisions and announced that Mutual would undertake revision if not suspension of one of its programs which he believed violated code strictures against audience "buying."

Broadcasters, he said, have to "face this thing, but not before the FCC." He said Mutual had no plans to file arguments in connection with the FCC's proposed rule against giveaway lotteries.

"We don't need the FCC to tell us what is right or wrong with programming," Mr. Kobak said. What was needed, he added, was compliance with the Standards of Practice already adopted by the NAB.

Mr. Kobak admitted that there seemed to be a wide variety of opinion as to what constituted audience "buying," which is deplored in the code, and he thought a clearer definition of that issue was in order. He said he thought it would be helpful if the NAB board issued such clarification.

It was later learned that Mr. Kobak had suggested personally to A. D. Willard, executive vice president of the NAB, that the broadcasters' association amplify its definition of audience "buying."

Mr. Kobak said he agreed in essence with BROADCASTING'S editorial of Aug. 30 that broadcasters should not await possible action by the FCC against radio programming but should look to the Standards of Practice to which they subscribe for a measurement of the worth of giveaways.

The Mutual president said Mutual was now broadcasting one program which was probably in violation of the anti-"buying" provisions of the code—*Three for the Money*, a Saturday night giveaway which involves telephone participation.

"I think that when they wrote the code, they intended it to mean shows like *Three for the Money*," he said.

Program to Be Revised

The program, which is unsponsored, will be overhauled to confine participation to the studio audience, thus eliminating the possibility that listeners may win. If the program's popularity suffers because of the contemplated changes, it will probably be removed from the air, he said.

Mr. Kobak thought that no other Mutual programs were in violation of the audience "buying" provision of the code. But some, he said, were definitely not within the standards set for commercial time limitations.

He pointed out that mentions of brands of merchandise given away on several programs exceeded the total length of commercial messages prescribed by the code. By next Jan. 1, the date on which all networks have agreed to comply with the code, Mutual's giveaways will have changed their formats to confine all messages and commercial mentions, including those of the primary sponsors, to the time limits of the code.

Delay Is Given Again To IATSE in WJZ Case

A SECOND continuance was granted last week in New York by the U. S. District Court in the case growing out of alleged attempts by the International Alliance of Theatrical Stage Employes (IATSE) to interfere with the opening of WJZ-TV [BROADCASTING, Aug. 16].

The union has now been given until Sept. 21 to show cause why a temporary restraining order issued by the court at the request of the National Labor Relations Board, restraining IATSE from interfering with WJZ-TV operations, should not be permanent.

THE INCOME OF THIS TYPICAL WKIC LISTENER IS UP

215% since 1939

139% MORE THAN THE AVERAGE NON-MANUFACTURING INDUSTRIAL WORKER'S WAGE.

Want Him For a Customer?

WKIC

"The Voice of the Coalfield"

HAZARD, KY.

Buy the FM Audience in Kansas City direct—

Without paying AM Rates!

KOZY

Kansas City's Pioneer FM Station

10,000 Watts

Programs

LISTENERS to KQV Pittsburgh will have an opportunity to participate in "Lucky Landmarks," new giveaway show written and produced by Milt Kerns, Ken Hildebrand and Don Traeger. Mr. Hildebrand, m.c., will choose names from lists compiled of cards filled in by customers when they are in sponsors shops (Fashion Hosiery) and call contestants who will be asked to identify some well known Pittsburgh landmark. Correct identity entitles contestants to $750 worth of prizes, if they fail they receive $20 worth of merchandise for participating. Local agency, Susman and Adler, handles show.

WTOP 'Service'

BEHIND SCENES stories of local businesses are revealed on "At Your Service," new program which started Aug. 21 over WTOP Washington. To be aired Mon.-Fri., 10-10:30 a.m., program features three workers from local business as guests on each program. At intervals during show they tell little-told, interesting stories of their work. Between interviews, M. C. Lee Vickers plays recordings of "mystery tunes" and prize is awarded to guest with most correct guesses of tunes. Larry Beckerman is producer of show.

High School Radio Studios

STUDENTS at Evanston Township High School, Evanston, Ill., are planning the grand opening of the school's radio studios with an inaugural broadcast over WEAW (FM) Evanston. With money donated by 1947 graduating class and members of Parent-Teacher Assn., high school officials purchased and installed custom-made equipment to furnish a large studio to house the entire symphony orchestra, control room, and a smaller studio for dramatic productions. These facilities will enable more broadcasts to be piped from the school to WEAW than during year. WEAW also carries programs from New Trier, Arlington Heights and Niles High Schools and National College of Education, all centered along North Shore area of Chicago.

Quiz on TV

DRAWINGS done by Artist Rudy Priboda before television cameras of WLWT Cincinnati are basis of new quiz program sponsored over WLWT by Pontiac Dealers of Greater Cincinnati. Titled "Who Am I?", show uses gimmick of calling set owners and asking them to identify personalities indicated by sketches and verbal clues. Red Thornburgh is m.c. who gives viewers verbal tips while artist Priboda sketches subject. Agency for Pontiac Dealers is Robert Acomb Inc., Cincinnati.

Political Views

HOUSEWIVES, farmers, lawyers and representatives from many other categories are being given opportunity to say what political party they are for and why on new public service program, Pre-Election Forum," on KAGH Pasadena, Calif. Forums, which run half-hour weekly are conducted by moderators chosen from press of Pasadena and surrounding communities.

Aid to Hayfever Victims

HAYFEVER pollen count is broadcast over WIP Philadelphia Mon.-Sat. during 12:30 p.m. news broadcast. Station carries the count in cooperation with Dept. of Public Health, which receives its information from eight official points in and around Philadelphia. Station airs the count about two hours after official tabulation is made.

Stock Show on TV

OLD-TIME stock company has made its way into television with appearance of the "Philco Players" on KTSL Los Angeles. Players, who made their debut Aug. 24, present different 20-minute play weekly, calling in "name stars" from time to time. L. K. Ward, Los Angeles (Philco Freezer Distributor) sponsors program.

COVERAGE IS important! Demonstrating this radio adage under slightly unusual circumstances are Jack McKenna, announcer at WEBC Duluth, Minn., and the well-known fan dancer, Sally Rand. While appearing as featured entertainer at Tri-State Fair in Superior, Wis., Miss Rand was interviewed by Mr. McKenna on his "Listen Ladies" program. As to attempts at fan dancing, Announcer McKenna reports he will leave the graceful stuff to Miss Rand and her peek-a-boo fans.

Funny People

WHEN NBC's "People Are Funny" m.c. appeared in Sioux Falls, S. D., he proved people are funny. Art Linkletter, appearing as guest on "Look Who's Here," KELO's man-on-the-street program, told a woman $50 in prizes awaited her if she would collect them wearing a bathing suit. KELO's listeners are enterprising people and in record time this woman returned to broadcast corner, bathing suit on, money in hand.

Real Estate Telecast

REAL estate officials participated recently in reality board telecast over KDYL-W6XIS Salt Lake City, Utah. Quarter-hour program brought televiewers an explanation of multiple listing bureau which is maintained by Salt Lake Real Estate Board. F. Orin Woodbury, board president, explained listing to prospective real estate client.

Good Neighbor Series

IN INTEREST of better relations between Ecuador and U. S., new farm program is to be started by WKOW Madison, Wis. Lee Edwards, WKOW farm director, will work with Oswaldo Rojas, student of agriculture at U. of Wisconsin from Quito, Ecuador, in developing series of on-the-spot recorded interviews. Student Rojas, who is a Holstein breeder, will be interviewed regularly by Mr. Edwards and will report things he has learned and seen each week at the university. Ten minutes of program will be done in English, after which Mr. Rojas will speak for five munites in Spanish to his people. After interviews have been aired over WKOW, transcriptions will be sent to stations in Quito for rebroadcast in Ecuador. Mr. Rojas' interviews will include bits of information and suggestions to dairy farmers in Ecuador. WKOW plans to continue series throughout school year.

'Fashion Clinic'

ANSWERS to the eternal feminine problems on how to wear clothes, to apply makeup, and how to be charming in general, are being offered on new KMGM Los Angeles weekly "Fashion Clinic" by Rosemary La Planche, movie actress. In addition to her views, different guest star is brought in weekly for an interview.

'Story Lady' Televised

NEW juvenile television show on WFIL-TV Philadelphia, "The Story Lady," makes use of stories from "Jack and Jill" Magazine. Elizabeth Doubleday, in title role, sings songs for children, interviews young guests, and narrates a yarn from the magazine. Show is telecast Sat. 7:20 p.m. Arrangements for use of stories were made with Curtis Publishing Co. and that firm is cooperating with Miss Doubleday in the presentation. Illustrations for the story-telling are prepared by Berenice Ledford.

Football News

INSIDE STORIES of football and analysis of past and upcoming games of Cleveland Browns team are presented on new 15-minute, weekly feature over WGAR Cleveland. Paul Brown, coach and general manager of the Browns, conducts show in cooperation with Bob Neal, WGAR sportscaster who does play-by-play broadcasts of Browns' games. Series is sponsored by Burrows Book and Stationary Stores, Cleveland, through Lang, Fisher & Stashower, same city.

'Surprise Package'

BOSTON'S first live TV show for children was started last week by WBZ-TV Boston. Called "Carl's Surprise Package," program features Carl deSuze who presents suprises for children including three live mice, guests, contests, how-to-do-it sessions and animated cartoons. Guests will include marionettes, puppets, folk singer, Nan Vincent, and Norman Harris and his New England wild animals. How-to-do-it sessions demonstrate making of craft items.

Pre-Primary '48

FREE radio time for all candidates in Wisconsin's constitutional election will be provided by WHA Madison. As political education service it will enable voters to become acquainted with candidates on a bias-and-obligation-free basis. WLBL Stevens Point, FM station of State Radio Council, WHA-FM and WHAD Delafield will carry the broadcasts in addition to the Madison station.

21ST YEAR

REGIONAL PROMOTION CAMPAIGNS

Howard J. McCollister

10660 Bellagio
Los Angeles • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

LATEST HITS from RCA VICTOR

...special "DJ" couplings for your platter shows!

LOUIS Armstrong and his All Stars
A Song Was Born
and
THE Page Cavanaugh TRIO
That's the Way He Does It
RCA Victor DJ-551

PERRY Como
My Melancholy Baby
and
When You're Smiling
RCA Victor DJ-550

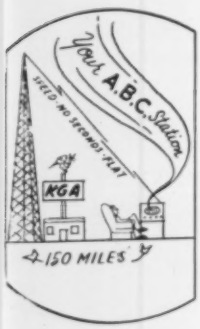
ELTON Britt
Chime Bells
and
Put My Little Shoes Away
RCA Victor DJ-553

LARRY Green
Bella Bella Marie
and
BILL Boyd
The Skaters Waltz
RCA Victor DJ-552

RCA VICTOR RECORDS

IN THE Unique SPOKANE MARKET

Where Radio is the Only Medium that Can Instantly Cover the Entire Market Within a 150 Mile Circle.



KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

SIMULATED broadcasting booth was constructed recently in window of Polsky's, Akron, Ohio, department store, as tie-in promotion between its WAKR Akron program and store merchandise. Window featured studio facilities, complete with WAKR mike and dummy figure in act of broadcasting. Meg Zahrt, Polsky's radio director who writes and conducts store's "Lynn Lawrence" program over WAKR, conceived idea of bringing display to life. Dummy model of Miss Zahrt was used in window throughout day and night and at appointed hour of "Lynn Lawrence" broadcast, Miss Zahrt and announcer stepped into window and did show from the display. Loud speaker carried show to spectators on sidewalks who watched through window. As tie-in, Miss Zahrt wore clothing featured in show's commercials and additional merchandise was displayed and discussed during program.

KMOX in '48

FLAGS and drummers share the spotlight with a KMOX St. Louis microphone in its folder commemorating KMOX's election as "first station of mid-America." Surveys conducted by Benson & Benson and "Sales Management" are the folder's proof that "The Voice of St. Louis is slated to win in '48."

Program Analysis

SYSTEMATIC testing of its programs by means of audience response to program content will be undertaken by WSTC Stamford, Conn. Tests will be held weekly in WSTC's main audience studio, where cross-section of dialers from Stamford and surrounding areas will be assembled. Material tested will include records, scripts and ad libs of announcers and emcees. Audience reactions will be evaluated in terms of minute-by-minute responses of approval, disapproval or indifference, by group discussion, voting attitudes toward program elements and by individual interviews with studio listeners. Charles Hull Wolfe, radio researcher with both network and local background, will direct tests.

Corn Country

CORN is featured in four-page folder distributed by KSTP Minneapolis-St. Paul. Folder, entitled "Gets 'em Sells 'em!" features two KSTP programs, "Barn Dance" and "Main Street," which are aimed, with Midwestern songs and dances, to attract listeners whose interest is corn. Folder presents mailing map reproduced on a big gold coin to indicate response to these shows comes from counties beyond Minnesota area. Blue and white picture of a "Barn Dance" audience is displayed. Copy states that when Kim Weston, of "Main Street" crew mentioned souvenir song sheets to be given away, 5,000 additional sheets had to be printed to satisfy listeners. Folder gives KSTP's Planalyzed Promotion scheme whereby sponsorship of program is started and kept going with "maximum effectiveness." Another blue and white picture features entire cast of "Barn Dance." Back cover features a man eating ear of golden corn with background of letters from civic organizations expressing their satisfaction with KSTP programs.

AM for TV

CHICAGO reinforced its bid for video by planning to plug an AM program via TV. ABC's "Welcome Travelers" was televised by crew of Hollywood technicians. Prints will be processed by fall for distribution to ABC's video network. Short film shows Tommy Bartlett interviewing travelers, and is one of a series of strips produced by Compton Advertising for its clients.

Matchbooks

MATCHBOOKS featuring CKEY Toronto personalities are being distributed by station to advertising agencies, retail stores and offices in Toronto district, and agencies in United States and Canada.

Market Brochure

COMPREHENSIVE market brochure covering Lynchburg, Va., and its trading area has been issued by WLVA Lynchburg. Brochure includes engineering maps plus BMB data which will enable timebuyers to quickly evaluate coverage of all stations heard in this trading area. Copies of brochure are available through all George P. Hollingbery Co. offices, WLVA representative.

Disc Jockey Displayed

PAUL DIXON, featured disc jockey on WCPO Cincinnati, found himself in the public eye. As result of song "Underneath the Arches" which he featured on his 9:30 to 11:30 a.m. show, Song Shop in downtown Cincinnati featured full window display of Mr. Dixon and his new hit song. Tune sold over 1,300 copies in two-hour period following show, station reports.

Promotion

Election Plug

EVIDENCE of its extensive election coverage is being distributed via four-page folder by KCMO Kansas City, Mo. Called "KCMO Scooped the Primary Elections in Mid-America," folder presents in pictures and text graphic account of thoroughness with which station covered recent election and election returns. Part of text on back cover points out . . . "Whether it's election returns or product advertising—for one station coverage of Mid-America, center your selling on KCMO."

KNX Audience

"LOST any cities lately?" is query asked in latest promotion piece of KNX Los Angeles. Folder states that last year 263,000 people moved into KNX primary audience area. Text goes on to state that 5,000,000 were already there who listened to KNX every week, and their current spending is 27% above nation-wide average.

Up She Goes

JUMBO sized postcards and Chinook language were used to introduce KALE Portland's recent change in call letters. The "Portland Oregon Journal" station is now known as KPOJ. Card features three hard working men raising KPOJ's sign, and below "Tyee, saghalie wyahka klatawa," Chinook for "Boys, up she goes!" as KALE goes to the "Happy Hunting Grounds."

Transmitter Trouble

TRANSMITTER trouble turned into promotion piece for WCSI (FM) Columbus, Ind. Trouble, which forced station off the air for 36 hours, resulted in its receiving over 500 calls in five hours, station reports. A mailing piece emphasizing incident has been distributed by WCSI.

'Automatic Handicapper'

LATEST PROMOTION gimmick from KMPC Hollywood issued to the trade is "automatic handicapper," tying in with station's race reports by Announcer Joe Hernandez. "Take a tip from (Hernandez sponsor) Marshall & Clampett (De Soto and Plymouth dealer)," says the accompanying folder. . . . "De Sotos and Plymouths ride a sure thing . . . Joe Hernandez on KMPC."

WCCO Fair Booth

BOOTH on fair grounds of Minnesota State Fair, Aug. 28-Sept. 6, was constructed by WCCO Minneapolis, using theme of "Good Neighbor to the Northwest." Visitors to fair were invited to inspect miniature WCCO news room with teletype machines in action. Station announcer made special tape recordings so that visitors could hear their own voices. Booth also was used as origination point for many WCCO shows during the fair.

Honored Guest

MERCHANDISE awards totaling $2,000 were presented to the one millionth person to attend stage presentation by WMMN Fairmont, W. Va. When lucky guest passed through gates of Fairmont Armory, where show originates, over 2,000 persons were present for event, station reports.

Video Demonstration

TELEVISION demonstration and exhibit has been prepared in new radio center at Indiana Fair by WUTV (TV) Indianapolis. Fair started Sept. 3 and will run through Sept. 10. Complete video display has been arranged including receivers and technical equipment. Exhibit was prepared in cooperation with RCA Mfg. Co. of Indianapolis and Indiana Bell Telephone Co.

'World Series Contest'

AS PROMOTIONAL tie-up with their nitely re-creations of major league games, KRSC and KRSC-FM Seattle have started "World Series Contest." Contestants must list in entry blanks what they think will be final scores of current American and National League games. Winner receives $300 and two tickets to all World Series games.

Promotion Personnel

RALPH E. LAWRENCE has been named advertising and promotion manager of KXOA Sacramento and KXOB Stockton, Calif. He formerly was advertising manager of Raycraft Co., Oakland (appliance distributor), and before that with New York office of Foote, Cone & Belding.

FRANK W. McMAHON has been appointed promotion manager of NBC's radio-recording division. He replaces **DOUGLAS P. BUTLER,** who has been appointed assistant to manager of network audience promotion for radio and television at NBC.

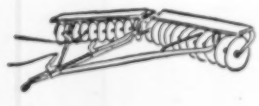
IRA Y. HECHT Jr. has resigned as publicity director of WAAT Newark, N. J. Public relations division will absorb his duties. **ROLAND TRENCHARD,** department director, will be assisted by **MARY DORIS BURKE** and **CHARLES G. SCULLY.**

HERMAN SPERO has been named publicity director with WJMO Cleveland, Ohio.

MICHAEL BOSCIA, manager of operations, CBS press dept., is the father of boy and girl twins born Aug. 26 in New York.

LYMAN BRYSON, CBS counsellor of public affairs, will be chairman of ninth annual Conference on Science, Philosophy, and Religion, Sept. 7-10 at Men's Faculty Club, Columbia U.

This is A DISC HARROW



Used throughout the rich regions of the High Plains area by big-business farmers, the disc harrow tills the soil, preparing for a future growing season . . . just as your advertising message on K-TRIPLE-X tills the pocketbooks of the High Plains buyers ! ! ! !

KXXX Your High Plains Station

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

BMI LICENSING SAME FOR TV AS AM—KAYE

SYDNEY KAYE, vice president and general counsel, Broadcast Music Inc., told National Television Film Council members there is no basic difference at BMI in licensing music for AM and TV. Speaking on "The Right to Perform Music on Television" at dinner meeting of council in New York, Mr. Kaye explained the granting of recording, performance, and synchronization rights for music.

"With the eventual breakdown of current complications in music licensing, you [television station representatives] will be able to use more of your own music," he said. Grants by BMI protect stations until 1959, whereas those by American Society of Composers, Authors and Publishers are valid only until Dec. 31, 1948, he added.

Acceptance of the council by-laws was voted by the membership, after which officers were nominated for election at the September meeting. They were: President, Mel Gold, National Screen Service; vice president, Bert Balaban, Paramount Television; secretary, Bob Wormhoudt, Telecast Films Inc., and treasurer, Bob Paskow, WATV Newark.

Nominated to serve on the 11-member board of directors were: Irving Leos, Official Films; William Holland, Hyperion Films; Gus Ober, WMAR-TV Baltimore; Elaine Philips, WSPD-TV Toledo; Ed Evans, WCBS-TV New York; Helen Buck, WCAU-TV Philadelphia; Joseph Siden, Cinema Service Corp.; Jose Didonato, Edward Petry & Co.; Irwin Shane, "Televiser"; Judy Dupuy, "Video Events"; Myron Mills, Equity Film Exchange; Jack Glenn, March of Time; Jay Williams, Film Equities; Sally Perle, Mesal; Steve Alexander, United World; Rosalyn Kassoff, A. F. Films; John Novak, WABD New York; Bertrand Kane, Keaneleigh & Calhoun, and Viola S. Becker, V. S. Becker Advertising.

GENERAL ELECTRIC has presented an engineering prototype television transmitter to Syracuse University. Transmitter, built to study TV transmitter design, will be used by the students for practical instruction in television engineering.

Allied Arts

ELGIN GROSECLOSE, economic counsel representing New York and Washington clients, has expanded his services to include radio industry. He was financial economist with FCC during its special telephone investigation from 1935 to 1938. He served as treasurer-general of Iran during World War II. His offices are located in Warner Bldg., Washington.

INGO PREMINGER has opened talent agency under his own name at 204 South Beverly Drive, Beverly Hills, Calif. Telephone: Crestview 6-8775. Agency will represent artists, writers and literary material for radio, television, stage and screen.

ALLEN A. FUND RADIO PRODUCTIONS, New York, has formed film-producing subsidiary to prepare television features. Firm packages "Candid Microphone," ABC series, which new subsidiary is preparing for video use.

SACK TELEVISION ENTERPRISES, Dallas, has acquired national television distribution rights to "Woman Speaks," series of 12 10-minute women's magazine of the air subjects, produced by Film Studios of Chicago.

WAYNE VARNUM Assoc., public relations firm, and the PATRICIA WARD Co., research have opened new offices at 424 Madison Ave., New York. Under arrangement Ward firm will handle research for publicity outfit in return for press service and public relations counsel.

IRA MARION, ARNOLD PERL and KERRY SHAW, radio writers, have signed second right basis contracts with Ronald Dawson Assoc., New York radio productions firm. Firm also has announced addition of three stations to those using its "Who's Speaking" program: WPEN Philadelphia, WMLO Milwaukee, and WBEC Pittsfield, Mass.

THEODORE F. ALLEN, formerly with NBC, has been appointed radio publicity representative of Radio Bureau of New York State Dept. of Commerce.

LAUGHS UNLIMITED, New York, has organized to supply gags, skits and scripts at nominal fee to disc jockeys, comics, etc.

WALTER KANER Assoc., publicity-public relations firm formerly located at 505 5th Ave., New York, has moved to 276 5th Ave. Telephone: Murray-hill 5-9640.

JOSEPH KASELOW, radio and business reporter for "New York Herald-Tribune," is the father of a girl, Evelyn.

Equipment

RCA VICTOR has announced new five-in-one television console combination to sell for $750, exclusive of federal excise tax and residential video owner's contract fee. Firm describes model, 8-TV-41, as containing one of most powerful television chassis yet produced by RCA. It combines FM, shortwave and standard broadcast radio, phonograph with automatic record changer and record storage compartment.

FEDERAL TELECOMMUNICATION Laboratories Inc., New York, has prepared five folders describing equipment developed by its laboratories. Equipment featured includes: 23 channel pulse-time multiplex radio link; frequency modulation UHF radio link (high fidelity studio-to-transmitter link); television broadcast transmitter monitor; frequency modulation UHF broadband radio link for multichannel telephone service, and all metal dummy antenna for FM broadcast transmitters. Folders are available on request to Federal Laboratories, 67 Broad St., N. Y.

RCA ENGINEERING PRODUCTS Dept., Camden, N. J., has released new 84-page illustrated Sound Products Catalogue, listing company's complete line of sound equipment. Catalogue may be obtained by writing to RCA at Camden, specifying Sounds Products Catalogue #218-P.

Al Buffington Co. Opens New Office in Hollywood

EXPANDED facilities have been announced by The Al Buffington Co., Baltimore radio and television production firm, with the opening of West Coast offices in Hollywood. Mr. Buffington will make his headquarters there to take charge of production and sales.

Maurice F. S. Penn has been promoted to general manager in charge of the Baltimore office and John A'Herns will head the subsidiary filming company, Tele-Ads Inc., Baltimore, the announcement stated. Tom Morgan has been appointed head of research and writing for the company.

Feature

(Continued from page 14)

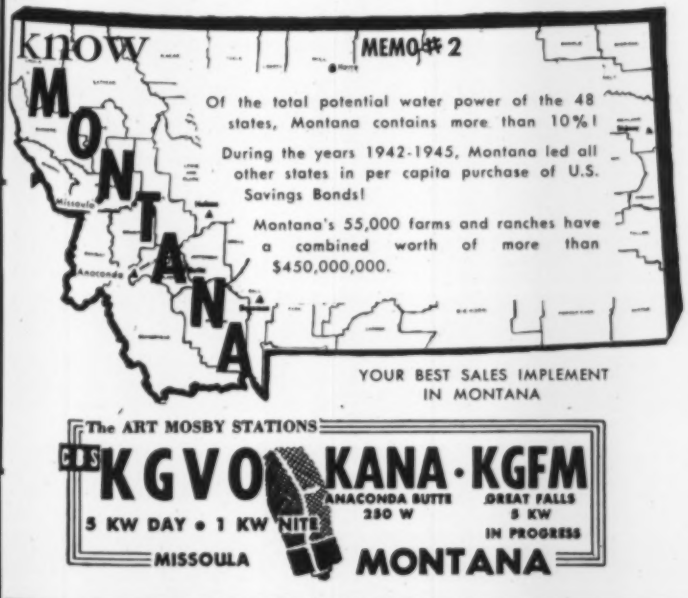
is the reason for a change of heart.

Coming from St. Louis originally, George Jr. is one of the radio industry's most ardent rooters for the St. Louis Cardinals.

George J. and his wife, Natalie, live in midtown Manhattan and manage to get away week-ends to the beaches. He is a poor golfer and admits it, but likes the game and plays whenever he can. Any spare time he has after radio, TV and golf is spent being active in Kappa Sigma.

The only worry George Jr. has is that it won't be long until he will be classified as a 20 year radio veteran—and he's only 38.

ZENITH RADIO Corp., Chicago, for three months ending July 31, reports net profits of $104,969, after federal income tax provision of $62,309, depreciation, excise taxes and reserve. Shipments amounted to $14,137,861.


know
MEMO # 2
MONTANA
Of the total potential water power of the 48 states, Montana contains more than 10%!
During the years 1942-1945, Montana led all other states in per capita purchase of U.S. Savings Bonds!
Montana's 55,000 farms and ranches have a combined worth of more than $450,000,000.
Missoula
Anaconda
YOUR BEST SALES IMPLEMENT IN MONTANA

The ART MOSBY STATIONS
CBS KGVO MISSOULA 5 KW DAY • 1 KW NITE
KANA ANACONDA BUTTE 250 W
KGFM GREAT FALLS 5 KW IN PROGRESS
MONTANA

A 1½ BILLION DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT
THE TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

KFMB (AND KFMB-FM) sells SAN DIEGO
WHAT AN EARFUL! —NOW—
1000 watts 550 kc
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Here's a Feature For Fall that can do a real job for you!

The Texas Rangers, stars of stage, screen, and radio, are America's largest and finest group, playing and singing Western tunes. The Texas Rangers have just released a new Bibletone "Cowboy Hymn" album —first of its kind.

The Texas Rangers music is transcribed vertically for high fidelity—America's *only* vertical cut transcriptions of western music.

You'll find them ideal for either FM or AM. They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE *Texas Rangers*
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

Technical

FRANK R. SEITZ has joined KLAC Hollywood as technical supervisor of station's television. Mr. Seitz was formerly with WFIL-TV Philadelphia and WJZ-TV New York.

LOUIS NEALE, former chief engineer at WALD Walterboro, S. C., has joined WFGN Gaffney, S. C., as combination man.

HAROLD D. RISSLER has been promoted to studio operations supervisor at WHO and WHO-FM Des Moines, Iowa.

ALBERT W. PROTZMAN, NBC television technical production director, and **MARGARET SNIDER,** of network's video department were married Aug. 27.

AUDAK Co., New York, has announced new LM series of Audax Tuned-Ribbon reproducers, designed expressly for proper performance with new long playing discs. Unit operates with point pressure of about 6 grams and is capable of range of from 40 cyc to over 10 kc, according to Audak.

GORDON PARKS, WHO-FM Des Moines, Iowa, transmitter engineer, and **PATRICIA PAPE,** WHO engineer and secretary to chief engineer, **REED SYNDER,** have announced their marriage.

REX BETTIS, KECA Hollywood engineer, and **THELMA SWANSON,** KFI Los Angeles switchboard operator, have announced their marriage.

VIDEO sets operating in Chicago area increased by 687 between Aug. 20 and Aug. 27, according to Electric Assn., Chicago, sponsor of National Television and Electrical Living Show at the city's Coliseum Sept. 18 through 26.

TOP station in Birmingham according to Mr. Conlan's figures for May 1948 (8 AM to 10:30 PM) is WSGN! Here's the way he divides the audience: WSGN—30.2 Station A—27.1 Station B—25.5 Station C—7.0 All others—10.2. Use these listeners to help boost your sales to a top place. Their station is WSGN!

ALABAMA'S BEST *BUY* FAR!
WSGN
WSGN — FM
THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama
Headley Reed National Reps.

New Business

(*Continued from page 12*)

Sat., 2-2:30 p.m. Show formerly sponsored by Bowey's Inc. through Sorensen & Co., Chicago. Agency for Armour is Foote, Cone & Belding, Chicago.

QUAKER OATS Co., Chicago, Aug. 29 started *Roy Rogers Show* on MBS until June 26, 1949 as replacement for *Those Websters.* Show is heard weekly 5 to 5:30 p.m. (CDT). Agency: Sherman-Marquette, Chicago.

WM. WRIGLEY Jr. Ltd., Toronto (chewing gum), Sept. 29 starts *Wrigley Variety Show* for 39 weeks on 30 Dominion Network Stations, Wed. 9-9:30 p.m. Agency: Walsh Adv., Toronto.

CARTER PRODUCTS Inc., New York (deodorants), Sept. 5 renewed sponsorship of Jimmie Fidler for 17 weeks on 12 Don Lee stations Sun., 5:30-5:45 p.m. (PDST). Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

INTERNATIONAL SILVER Co., Hamilton, Ont. (silverware), Oct. 3 changes *Ozzie & Harriet* from Dominion Network to 23 Trans-Canada stations. Sun. 6:30-7 p.m. Agency: Young & Rubicam, Toronto.

Adpeople • • •

WILLIAM M. ITTMANN named director of media for Procter & Gamble, Cincinnati. Appointment was effective Sept. 1. He has been with P&G since 1941, working in various phases of company's advertising.

Mr. Ittmann

FRED KLEIN, former account executive at Dancer-Fitzgerald-Sample Inc., Chicago, joins Toni Inc. (Div. of Gillette Safety Razer) Chicago, as assistant director of radio. Mr. Klein, who previously worked on General Mills accounts before leaving D-F-S last month, will generally assist **DON NATHANSON,** radio director of Toni Co.

RALPH C. ROBERTSON, director of media, Colgate-Palmolive-Peet Co., Jersey City, N. J., is the father of a girl, Carole.

METAL TV RECEIVING TUBE IN PRODUCTION

PRODUCTION of metal television receiving tube, described as weighing only 1/6th as much as the conventional glass tube and providing a clearer picture, has been announced by Tel-O-Tube Corp. of America, Paterson, N. J.

Used exclusively in Starrett Television Corp. sets, which were displayed at the Tel-O-Tube showing last week in New York's Waldorf-Astoria, the tubes are in full production, and eventually will be used in other video sets.

Designed with less surface curvature than regular tubes, the new metal tube also is said to shield the picture from outside or room lights.

Featured in the Starrett line of 12 sets was a 16-inch metal tube table model equipped with AM-FM radio, which will retail at $695. From 10 to 20 inch sets also are included in the line, priced from $349 to $1,790.

Cole & Chasen, New York, advertising agency for Starrett, is preparing two major newspaper campaigns to begin this month in Boston, Chicago, New York, Baltimore, Washington and Philadelphia. The first promotion will publicize the Starrett line, in general, and the second campaign will feature sets using the Tel-O-Tube.

GARRY MOORE and NBC "Take It or Leave It" going to New York for four weekly broadcasts starting Sept. 26, instead of Sept. 16 as previously planned.

Serving Fort Worth *AND* Dallas, the South's richest single radio market.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

AM - FM - TV

FREE & PETERS, Inc.,
National Representatives

Had to Fire Her

CHARLES LANPHIER, president and general manager of WFOX Milwaukee, took as his bride recently his secretary, Miss Grace Landre. "But," says Mr. Lanphier, "I had to fire her to get her to walk down the aisle with me."

New Petition Filed On KERO Transfer

FCC WAS ACCUSED last week of issuing a "boiler-plate" denial "which does not even purport to deal with or answer the contentions advanced" by Kern County Broadcasters in its unsuccessful attempt to upset the sale of KERO Bakersfield, Calif., to Station Manager Paul R. Bartlett [BROADCASTING, July 5].

The Kern County applicant had filed a competing bid against Mr. Bartlett's $25,000 offer to Owner J. E. Rodman but the Commission approved transfer to Mr. Bartlett without hearing [BROADCASTING, June 7]. Kern County then petitioned for reconsideration, which FCC denied Aug. 24. It was this denial which Kern County attacked as "boiler-plate," charging that the order was unaccompanied by the law-required statement of the reasons for it.

Kern County's new petition, asking that the terms of the order be "resettled" to show the grounds supporting it, or that it be vacated entirely, filled two pages with citations of cases in which, it was contended, the Commission has "uniformly followed not only the letter but also the spirit of [the law] which requires [it] to publish the grounds of its decisions."

The petition said it was not seeking "the empty shell of formal compliance" with the law. Careful analysis of Kern County's claims, the petition said, will show "the wisdom of a comparative hearing" between Kern County and Mr. Bartlett.

The petition was filed by Seymour Kreiger of the Washington law firm of Courtney, Krieger & Jorgensen, attorneys for Kern County. KERO is on 1230 kc with 250 w fulltime. Kern County is principally owned by Thomas B. Reese, associated with agricultural business interests, and was found financially unqualified by FCC. Its petition charges that Mr. Bartlett himself is not qualified to buy this station "in the light of his commitment to construct a television station for $91,000," and that he actually will derive his main earnings as manager of KFRE Fresno, 108 miles from KERO.

CHICAGO TV

Northwestern U. Conducts Listener Survey

CHICAGOLAND families like the effect of television on their own social habits, according to a market study recently completed by Northwestern U. students under the direction of Dr. George R. Terry.

Based on personal interviews with housewives of 331 set-owning families in the city and suburbs, the survey revealed the following results:

● Video owners attend fewer movies, read less at home and entertain more adult and children guests than before their sets were installed.

● TV sports programs are enjoyed mostly by men, though women also watch them avidly, as well as movies and variety shows in that order.

● Television has altered the work habits of one out of every three families, with the changes occurring mostly in housework and dishwashing routines.

● TV proved of more interest than AM radio to all groups—children, teen-agers and adults, and was more "enjoyable." Radio, however, was the slight favorite in answer to the question, "Which offers the better programs?"

● Five out of six, or 83% of families surveyed, profess to like TV commercials.

Dr. Terry, a professor of marketing at the university, pointed out that the survey was only an exploratory or "pilot" study, although most of the results indicate the "probable pattern" for a larger sample. He said plans are being made to increase the sample size and to place it on a continuing basis. By this means it is hoped the survey will measure significant changes in the Chicago TV market during its current expansion.

More than 30,000 sets currently are in use in Chicago's area, Dr. Terry noted, with a total of about 60,000 estimated by the end of the year.

Various tables and results follow:

HABIT CHANGES

Family	Less Frequently	Same	More Frequently
Goes to Movies	200	130	1
Goes to Ball Games	81	242	8
Goes to Wrestling Matches	57	251	23
Goes to Horse Races	44	277	10
Reads at Home	114	210	7
Entertains Adult Guests	12	71	248
Entertains Children Guests	16	107	208

TV WINS OVER RADIO ON THESE COUNTS

	Preference for TV
More interest to children	34 to 1
More interest for teen-agers	11 to 1
More enjoyable	8 to 1
More interest to adults	5 to 1

However, radio is a slight favorite (167 to 150) on "which offers the better programs."

VOLUNTARY RESPONSES TO TV COMMERCIALS SHOW

TV Commercial	Liked by % of Owners
Lucky Strike	36
Kool	9
Tavern Pale	9
Ford Cars	6
Edelweiss	5
Canadian Ace	5

ANTENNA
phasing equipment

Designed especially for your station, incorporating the recommendations of your consulting engineers, JOHNSON phasing equipment offers:

1. Optimum circuit design
2. Heavier components, wider range of tuning adjustments
3. Individually designed and built by E. F. JOHNSON for YOUR existing installation
4. Automatic switching from directional to non-directional operation

E. F. JOHNSON CO.
WASECA, MINNESOTA

FOR BEST ADVERTISING RESULTS FROM RICHMOND'S *LISTENING* AND *VIEWING* PUBLIC USE

√ **WMBG**
AM Station

√ **W** Capital **O**ld **D**ominion
FM Station

√ **W** Tele **V**isicn **R**ichmond
Virginia's ONLY Television Station
OPERATING 27 HOURS A WEEK
Is Now Affiliated with
NBC Television Network

WMBG The Station of Progress
5,000 Watts
NBC Affiliate
Represented by JOHN BLAIR & COMPANY

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

Only station saturating rich Western Washington market!

KIRO

CBS SEATTLE TACOMA

THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

GLENN CONDON (l), KAKC, Tulsa, newly-elected chairman of Oklahoma Assn. of Associated Press Broadcasters, discusses news operations with Noland Norgaard, chief of AP's Oklahoma City bureau. Organizational meeting at which Mr. Condon was elected to his new post was held Aug. 15 in Kansas City Mo., with 81 representatives of AP member stations attending. State AP radio associations for Oklahoma, Kansas, Missouri and Nebraska were formed.

OFFICERS of newly-organized Nebraska Assn. of Associated Press Broadcasters are William J. Newens (r), KOIL Omaha, chairman, and John Alexander (center), KODY North Platte, Neb., vice chairman. At left is L. P. Yale, AP's bureau chief in Des Moines. The organization meeting was held in Kansas City, Mo., on Aug 15, when state associations of AP station members were formed for Kansas, Missouri and Oklahoma as well as Nebraska.

RMA Labor Projects

AUTUMN survey of employment contracts in the radio manufacturing industry will be made by a Radio Mfrs. Assn. subcommittee headed by R. T. Borth, General Electric Co., vice chairman of the RMA Industrial Relations Committee. The survey will develop statistics on industry labor conditions. Harvey Stephens, International Resistance Co. is head of a subcommittee that will arrange the annual fall labor seminar, tentatively planned for New York.

To Show Zoomar Lens

JACK PEGLER of Jerry Fairbanks Inc. is on tour with Dr. Frank G. Black, inventor of the Zoomar Lens, to demonstrate the lens at television stations throughout the country. During the trip Zoomars will be delivered to WBAP-TV Fort Worth and KFI-TV Los Angeles. Approximately three months are needed to assemble one of the lenses.

CBS, in cooperation with U. S. Air Forces, will broadcast a new half-hour series titled "Skyway to the Stars," Sundays, 4:30-5 p.m., starting Sept. 12.

Color Video Is Featured In Mexico Demonstration

COLOR TELEVISION as developed by Guillermo Gonzales Camarena, a young Mexican engineer who has been experimenting with the medium for 13 years, is being demonstrated this month on the second floor of Mexico's Telecommunications and Public Works building in Mexico City.

The demonstration is part of the follow-up of Mexican President Aleman's "State of the Nation" speech Sept. 1 and includes display booths in modern design showing Mexico's progress in communications and public works.

During this month special programs are being broadcast 10 a.m.-11 p.m. daily over a new station, XESCOP, operating on 560 kc (government station frequency). Various other stations throughout Mexico pick up the XESCOP programs and re-broadcast them.

L. A. Armed Forces Radio Service Group Organized

ARMED Forces Radio Service group has been formed in Los Angeles by the Sixth Army headquarters there. Heading the reserve group is Col. Marvin Young, radio director of Ruthrauff & Ryan Inc., Hollywood.

Col. Young during the war organized and operated for the War Dept. the entire live entertainment program for all branches of the service. This included supervision of USO Camp Shows domestic and overseas, and organization and supervision of training of GI's for their own shows.

Active duty training in the group, according to Col. Young, will be in radio broadcasting. Meetings will be held at the various broadcasting studios. Applicants to new group are to contact Maj. Gerald C. Teudt, Organized Reserve Headquarters, 756 S. Spring St., Los Angeles.

IN CONJUNCTION with the National Guard recruiting program CBS was scheduled Sept. 4 to start series of half-hour programs titled "National Guard Ball" Saturday nights, 11:15-11:45 p.m.

News

F. H. CARRIGUS has been named director of public affairs and special events at WEEI Boston.

JOHN PAUL, formerly with KRNT Des Moines, has joined news staff of WNAX Yankton-Sioux City. He previously was with UP in Chicago and Des Moines.

CYRA DUFF has joined news staff of KCMO Kansas City.

PAT FLANAGAN, formerly with WBBM Chicago, is now sports director of KOOL Phoenix.

AL SINGLETON, sports director of KMUS Muskogee, Okla., has resigned after being recalled into Army Air Corps. Lt. Singleton will be stationed in Norfolk.

GEORGE SAYLES, former announcer in international division of NBC, has been appointed civilian information specialist with headquarters of Second Army, Fort Meade, Md. He formerly was chief of State Dept.'s Chinese Language Broadcasting unit, and news editor of KMPC Beverly Hills, Calif.

BILL SYMES, KHJ Los Angeles sports director, will be featured in cut-in on new **MEL ALLEN** sports series starting on Mutual-Don Lee Sept. 18. Mr. Symes will offer roundups on West Coast sports highlights plus scores of big gridiron games there.

DON ELDER, sportscaster at WMAQ Chicago, and **JOHN ERP**, station newsman and writer, have been given miniature engraved footballs by Chicago Cardinals in appreciation of their efforts in promoting professional gridiron games.

HENRY La COSSITT, Mutual-Don Lee commentator and regular editor of "The Editor's Diary," has returned to the air after three months' illness.

Tape Fidelity

NEW magnetic tape recording standards adopted by NAB's project committee provide 50 to 7,500 cycle response at a speed of 7.5 inches per second, and not 50 to 75,000 cycles as incorrectly printed in the Aug. 30 BROADCASTING. Primary rate of tape passage through recording apparatus is 15 inches, designed to give 50 to 15,000 response, with a supplemental speed of 30 inches per second for special purposes.

MORRIS B. SACHS, Chicago merchant, was given a scroll of commendation by ABC and WENR Chicago Aug. 29 for "his outstanding contribution to the field of radio entertainment" on the 14th anniversary broadcast of the "Morris B. Sachs Amateur Hour."

MEMO to BILL JONES—

Henri, Hurst & McDonald:

In the first six months of 1948, WCKY's famous JAMBOREE program produced 508,211 ORDERS for merchandise—50% ahead of last year. This WCKY BUYING and LISTENING Audience of over 2,000,000 Radio Homes is yours at low cost.

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

PLAQUE in recognition of his 14 years as District 10 director of NAB is presented to John J. Gillen Jr. (center), president and general manager of WOW Omaha, by Harry Burke (l), general manager, KFAB Omaha. At right is Bill Quarton, manager, WMT Cedar Rapids. Members of District 10 held a surprise breakfast at the Muehlebach Hotel in Kansas City Aug. 17, in honor of Mr. Gillin.

WRGB (TV) Schenectady Plans to Add Equipment

WRGB Schenectady is scheduled to have the new look in television by the end of the year. A number of technical improvements are planned by the General Electric station.

Included in new equipment are a mobile unit for picture and voice pickups outside the studio, three new studio cameras of the orthicon type, two new kinescope cameras to be used in televising movie film, a 20-foot addition to the studio control room and all new equipment for its operation, and a new transmitter at the main station.

Towner Honored

ORRIN W. TOWNER, technical director of WHAS Louisville, has received the Presidential Certificate of Merit for "outstanding fidelity and meritorious conduct" as a civilian in aiding the World War II effort. Mr. Towner served as associate director of the Airborne Instruments Laboratory of Columbia U. Division of War Research from May 1942 to September 1945, and during part of that period directed the Alhambra, Calif., branch laboratory. The presentation to Mr. Tower was made by Maj. Gen. William G. Livesay, commander of the Armored Center and Fort Knox, Aug. 26 in the WHAS studios.

ARIA FROM 316

Proposed Denial Has Lottery Ban Flavor

FURTHER INSIGHT into FCC's views on giveaway programs was provided in a proposed decision issued last Monday looking toward a grant of Coastal Broadcasting Co.'s application for a new 250-w station on 1230 kc at Lakeland, Fla. The decision proposed to deny WSIR Winter Haven's rival application for 1230 kc in lieu of its present 1490 kc.

Coastal had questioned two WSIR programs. One, *Name It and Claim It*, gives away a record to the first person to identify it when it is played on the air. On the other, *Can You Spell Your Name?*, letters of the alphabet are drawn from a box and announced on the air; the first listener who can spell his name from the letters drawn, and who telephones the station, is given a prize ($1) if he correctly answers a question.

The Commission did not base its proposed decision on the giveaway question. Instead, it proposed to grant the Coastal application on grounds that better distribution of radio service would be accomplished by a grant at Lakeland than at Winter Haven. But it did have this to say about two programs, concluding that one violates the anti-lottery law and that the other does not:

. . . We view the "Can You Spell Your Name?" program as clearly within the prescription of Sec. 316 [formerly in the Communications Act, but now transferred by Congress to the Criminal Code]. The essential elements of a lottery, viz., prize, chance, and consideration, are obviously embodied in the broadcast.

The prize, whether it be a dollar or theatre tickets or items of greater or less value, is an inducement to procure listeners. Listeners become eligible to win the prize only by the decrees of chance, and the imposition of the added requirement that a question be correctly answered does not vitiate the effect of the basic lottery selection.

The statute condemns a prize giveaway scheme if it is dependent "in part" upon chance. Legal consideration exists if a requested benefit flows to the promisor, and such consideration is present here since the audience of Station WSIR is its necessary economic adjunct without which it could not conceivably sell radio advertising service. The enticement of additions to its audience through the inspired hope of winning a prize to be awarded by lot contravenes the language and the intent of Sec. 316.

The record provides only a slight description of the "Name It and Claim It" program, and we do not understand that it is founded, either in whole or in part, upon chance selection of those eligible to win the offered prize. The program seems to contemplate only an invited open competition among all listeners to rely upon their knowledge of recorded musical selections in order to receive the offered award . . .

The language and findings of FCC's proposed decision were identical with those of the recommended decision of Hearing Examiner J. D. Bond, who also reviewed the overall lottery question and wrote the recommended decision in the current WARL Arlington, Va. case [BROADCASTING, Aug. 9].

The proposed grant to Coastal would be conditioned on the station's not commencing operation until WLOF Orlando vacates the 1230 kc channel and receives its license for 950 kc. FCC conceded that Coastal's operation would cause some interference to WDAE Tampa but said only "169 or 439 or 2,332" persons would lose service out of WDAE's audience of 150,000 to 350,000 persons. Coastal, it was pointed out, would provide a new service to 71,929 persons during the day and 23,982 at night.

The stock of Coastal is held in equal shares by Robert Struble Taylor, former Ohio dentist, now with the Veterans Administration at Gainsville, Fla., who is president and would be general manager of the station; Edmund D. Covington, WHOO Orlando announcer, who is vice president and would serve as program director; and Duane F. McConnell, chief operator and acting chief engineer of WRUF Gainsville and also one-third owner of WLYK Live Oak, Fla., who is secretary-treasurer and would be chief engineer.

WSIR is controlled by Frederick L. Allman, owner of WSVA Harrisonburg, Va., and minority stockholder of WAAM (TV) Baltimore.

WTSP Increases Power; Now 5 kw Day and Night

WTSP St. Petersburg, Fla., was slated to increase its power Sept. 1 from 1 kw daytime and 500 w night to 5 kw day and night, station officials announced. WTSP, a Mutual affiliate, is on 1380 kc.

WTSP-FM, which formerly operated seven and a half hours daily, was scheduled to shift to the same hours of operation as its AM affiliate on Sept. 1, the station management said. WTSP-FM is on Channel 273 (102.5 mc).

KFDA Now on 1440 kc

NEW FREQUENCY for KFDA Amarillo, Tex., following power boost to 5 kw day and 1 kw night, is 1440 kc. The old frequency 1230 kc, was reported in BROADCASTING, Aug. 23. KFDA, one of the Nunn Stations, is managed by Howard P. Roberson.

COVERAGE at Low Cost of
YOUNGSTOWN
OHIO'S 3rd MARKET
with
WFMJ • WFMJ-FM
ABC

Population	520,300.
Retail Sales (Est. 1947)	$406,090,000.

"Copyright 1948, Sales Management Survey of Buying Power"

ASK HEADLEY REED

KOIL delivers NEBRASKA'S NO. 1 MARKET-
OMAHA
plus
Council Bluffs
BASIC ABC • 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

"VIC" DIEHM SAYS:

$103 MILLION

Here's a tall figure — it's the yearly income of Pennsylvania's important Anthracite region. *Right here in WAZL's Coverage Area.*

Yes, your WAZL spent advertising dollar results in direct sales gains for you.

For further information write to
Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WAZL
Established 1932 · Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER, General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

IN ATLANTA IT'S WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
679,973,000
Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947
WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

Production

BURR LEE, prominent Chicago radio personality, has been appointed production manager of ABC Central Division, replacing **ED SKOTCH**, who has been named production director of WENR-TV Chicago. Appointments were effective Sept. 1.

RAYMOND J. CHENEY Jr., formerly with WSNY Schenectady, has been appointed program director of WCSS Amsterdam, N. Y. **JOAN MACGREGOR**, former traffic manager and featured artist on WSNY, also has joined WCSS, as director of women's programs, public service, and publicity.

JOSEF "ZIMMY" ZIMANICH, former director of artists and repertoire in foreign division of Columbia Records Inc., has been appointed manager of film procurement division of CBS Television Network.

BOB ARDREY, former program director of WNAR Norristown, Pa., has been added to announcing staff of WHAT Philadelphia.

ROBERT V. BROWN, program manager of NBC Western division, has been named program manager of KNBH Hollywood, NBC's television station now under construction. **HOMER CANFIELD**, production manager of Western network, advances to program manager replacing Mr. Brown. Veteran of 27 years in radio, Mr. Brown has served as program manager since 1946. Mr. Canfield first joined NBC in March 1942 as member of press department from where he was promoted to production manager.

Mr. Brown

VERNON FOX, former announcer at WFBC Gaffney, S. C., has joined WESC Greenville, S. C.

JAMES V. HOUSE, formerly with RKO Radio Pictures make-up department, joins KFI-TV Los Angeles, as make-up technician. **ROGER V. HOPE**, previously with West-Marquis Inc., will do television stage-settings.

RED MITCHELL, has resigned as CBS shortwave director to become program manager of WLAN Lancaster, Pa., on Sept. 13.

JOHN BALL, daily record columnist for "New York World-Telegram," Aug. 30 started new program over WOL Washington, Mon.-Sat. 9-10 a.m. and 12:30-2 p.m.

BILL ELROD, formerly with WLW and WSAI Cincinnati; **NICK PAUL**, previously with WKAN Kankankee, Ill., and **DOUGLAS TAYLOR**, most recently with WTMV E. St. Louis, Ill., have joined announcing staff of KWK St. Louis. **CHARLIE ACKERSON**, formerly with WLW and WSAI, has joined KWK as m.c.-vocalist with its "Ozark Valley Folks."

MARIAN KINGSLEY, night club entertainer and radio singer has joined WKBW Buffalo, N. Y. "Jackpot Jamboree" as featured vocalist.

AUBURN THOMPSON, script writer for WSB Atlanta, Ga., has just received his AB degree in journalism from Emory U.

BOB WILLIAMS, formerly with KVFD Fort Dodge, Iowa, has joined announcing staff of WHO and WHO-FM Des Moines, and **MARJORIE WHEELER** has been named continuity director.

R. G. GIRARDIN, production manager of WEEI Boston, Mass., has been appointed program manager. **T. H. CALHOUN**, formerly Mr. Girardin's assistant, becomes production manager.

JOSEPH G. HURLEY has joined WCAE Pittsburgh, Pa., announcing staff.

NORM BROOKS, former sportscaster for WMID Atlantic City, N. J., has been named chief announcer. He was a founder of WVBR at Cornell U., and worked as staff announcer for WHCU Ithaca, N. Y. **MART WAYNE**, formerly with WBCM and WBCM-FM Bay City, Mich., WXGI Richmond, Va., and WFKY Frankfort, Ky., has joined WMID announcing staff.

GENE ROUSSEAU has been named production manager at WWON Woonsocket, R. I., and **HOPE SOMERBY** becomes program director.

CLARENCE STROUD, half of famous Stroud Twins Act, has assumed movie role on NBC television show "Telepun," originating from WNBW Washington, D. C.

ROBERT ATHERN has been appointed program and special events director of WJMO Cleveland, Ohio.

RAY WASHABAUGH, formerly with KFUO St. Louis, has joined WOKZ Alton, Ill., as announcer.

ELDRIDGE BAKER, formerly with radio division of Overseas Radio, and recently with radio section of Martinsburgh, Va. police department, has been appointed chief announcer at WLOG Logan, W. Va.

JILL JACKSON, freelance radio artist, has been appointed women's special events director of WWL New Orleans.

DICK MARTIN has joined WWL as announcer.

KEN GEELLER, production director for WHO and WHO-FM Des Moines, Iowa, is the father of a boy, Todd Allen.

BOB DAVIS, former chief announcer at KVOR Colorado Springs, has joined announcing staff of KLZ Denver.

CLARENCE HARTZELL has joined cast of CBS "Lum and Abner" show starting Oct. 3 as "Constable Ben Withers."

JERRY FIELDING has been signed as orchestra director on CBS "Sweeney & March Show."

JACK ALKIRE, for past two years KXOA Sacramento assistant program director, has been named program and operational director of station.

JAMES CHAMBERS, announcer at WLBR Lebanon, Pa., is the father of a boy, Geoffrey Henry.

LORRAINE HALL, women's editor at KOOL Phoenix, Ariz., is starting weekly column syndicated in 11 weekly papers coast to coast.

TED ROGERS, CBS Hollywood assistant director, is the father of a boy, Michael Hunt.

Mason Will in Probate

WILL OF late W. E. Mason, owner of CKSO Sudbury, Ont., and *Sudbury Daily Star*, was filed for probate on Aug. 24, with estate valued at $1,652,382. Bulk of estate was left to the W. E. Mason Charitable Foundation.

NBC Chicago TV Engineers Named

70-ft. TV-FM Transmitter Tower Installed on Opera Bldg.

HECTIC is the byword these days at NBC Chicago, where video operations took another step forward last week. I. E. Showerman, vice president in charge of the network's Central Division, announced that WNBQ, TV sister of WMAQ and WMAQ-FM, will begin test patterns sometime this month.

Other developments: (1) Three crack engineers have been appointed to the new staff, and (2) the new 70-ft. TV-FM tower was installed last week atop the Civic Opera Bldg., in downtown Chicago.

NBC's video outlet, expected to begin regular programming late this fall, according to Mr. Showerman, will serve as the hub of NBC's seven-station Midwestern network, which begins operations Sept. 20 [BROADCASTING, Aug. 30]. With final plans for the opening being made now, the network shifted three key men from its New York and Chicago offices to handle TV technical phases.

Townsend and Snell

Charles L. Townsend and Courtney A. Snell, New York, have begun work as television operations supervisor and television field supervisor, respectively, according to Howard Luttgens, Central Division chief engineer, to whom Mr. Townsend will report directly. Walter F. Lanterman, veteran NBC Chicago engineer, is WNBQ station engineer.

The four-bay TV-FM antenna mast rests on a specially-fabricated steel base constructed on the 44th floor loft of the Opera Bldg. and will serve both WNBQ and WMAQ-FM, Mr. Luttgens said. The 5-kw TV transmitter and its associate complex control consoles are in place on the 42nd floor of the building, where an engineering office, workshop and storeroom also will be located.

a proven test market
RIGHT IN THE HEART OF OHIO
WMAN
MANSFIELD, OHIO
EASY TO CHECK ABC NETWORK
NATIONAL REPRESENTATIVES TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK • CHICAGO • DALLAS • ATLANTA • LOS ANGELES • SAN FRANCISCO

TOP RELIGIOUS LEADERS PROPOSE UN NETWORK

INTERNATIONAL radio network, operating under United Nations as a source of UN information for persons in member countries, was proposed Wednesday by 25 religious radio leaders from 10 nations in attendance at the U. of Chicago Religious Radio Workshop. Proposal was made in a petition to Warren Austin, U. S. delegate at Lake Success, N. Y.

Workshop members, who attend the annual summer session under sponsorship of the Joint Religious Radio Committee and the Federated Theological Faculty of the university [BROADCASTING, Aug. 30], also urged the UN to take a definite stand and to make positive commitments to keep the radio and press free from political and economic censorship."

The letter, carrying the signature of Ross Snyder, associate professor of religious education and dean of the workshop, commended the UN "for establishment of Station K2UN for the fostering of international friendship and understanding," and recommended that "the UN give further serious consideration to the possibility of setting up a world network of stations."

NAB Head May Keynote Conference in Chicago

KEYNOTER of the 12th annual meeting of the School Broadcast Conference is expected to be Judge Justin Miller, NAB president who has been invited to speak at Oct. 4 luncheon in Chicago's Sherman Hotel.

The three-day conference, Oct. 4-6, will attract radio and education personnel from all parts of the country for consideration of problems and techniques in the use of radio in classrooms. Advance plans include seminars, classroom demonstrations on use of radio, work by high school and college workshops, operation of discs and transcriptions, problems of administration, FM operation by schools, and video as an educational aid, according to George Jennings, conference director.

PHILADELPHIA'S No. 1 Disc Jockey

Doug Arthur with Danceland

10,000 Watts WIBG

Nationally by Adam J. Young, Inc.

FMA VS. RMA

Charges Fly Over TV Sets With FM

CHARGE by FM Assn. that Radio Mfrs. Assn. can't list television sets which include an 88-108 mc FM circuit "without the approval of RCA" was met last week by an RMA demand that FMA correct "misstatements" which are "completely without foundation."

In a letter to Bill Bailey, FMA executive director, Bond Geddes, RMA executive vice president, said an "injustice" was done RMA and RCA in an FMA Aug. 30 press release analyzing July set production statistics.

Mr. Bailey's release included these statements:

FMA has formally requested RMA to list the FM-television set production separately from straight television sets, just as it does FM-AM units, but we have been advised that the RMA cannot make such listings without the approval of RCA. FM broadcasters, radio advertisers and the public are entitled to know how many television sets contain FM bands.

When the RMA does break down the figures, as we have requested, the public and industry generally will be in for a pleasant surprise. A breakdown of television receivers into the categories of straight television and FM-television sets will show conclusively that FM set production is forging ahead at a rapid pace.

Why the RMA withholds this valuable information from the public and from radio advertisers and broadcasters is difficult to understand.

In his reply Mr. Geddes flatly denied the charge, saying "some statements in your press release are untrue as well as unfortunate and embarrassing to our mutual interests and relations." He wrote further:

Your statement that you "have been advised that RMA cannot make such listings (breakdown figures on television sets containing FM bands) without the approval of RCA" is not true. You were correctly advised by Chairman Frank W. Mansfield of our Industry Statistics Committee that the RMA statistics are "coordinated" with those of RCA. This coordination consists only of similar classifications or breakdowns of receivers, for the convenience of manufacturers for their comparisons between the RMA and RCA statistics, but your statement that the RMA listings require the "approval" of RCA is completely without foundation, also capable of improper and unjustified inferences.

A following paragraph in your Aug. 30 press release imputes and implies that RMA is deliberately withholding FM production information, with deception to the public, because it has not yet been able to secure breakdown figures on the number of television receivers which also contain FM bands. These inferences are both unfair and unjustified.

In analyzing July set data, FMA pointed out that overall set production, which declined seasonally, dropped 38.6% under June, with AM sets down 42.4%, FM only 17.1% and TV 12.8%. The analysis noted that many TV sets containing FM bands do not appear in RMA's production breakdown.

FMA added that announcement of new low-cost FM receivers by two companies will spur other manufacturers to increase set production.

Mr. Bailey declared three-fourths of all TV sets now in production contain 88-108 mc FM bands.

While the two associations were exchanging charges, RMA announced appointment of its RMA-FMA and RMA-NAB liaison committees.

Members named by RMA President Max F. Balcom, Sylvania Electric Products, to meet with FMA's liaison committee are:

H. C. Bondy, Zenith Radio Corp., chairman; Ray H. Manson, Stromberg-Carlson Co., vice chairman; W. R. G. Baker, General Electric Co.; W. J. Barkley, Collins Radio Co.; John W. Craig, Crosley Division; Frank M. Folsom, RCA Victor; G. M. Gardner, Wells-Gardner & Co.; L. F. Hardy, Philco Corp.; W. F. Hilliard, Bendix Radio; H. J. Hoffman, Machlett Labs.; S. Insull Jr., Stewart-Warner Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.

Named to the NAB liaison group by Mr. Balcom were:

Paul V. Galvin, Motorola Inc., chairman; Messrs. Gardner, Bondy, Folsom and Hardy; Allen B. DuMont, Allen B. DuMont Labs.

FMA's liaison members, pending possible changes at the FMA convention late this month, are:

Thomas F. McNulty, WMCP Baltimore, chairman; Frances Carter Wood Jr., WFMO-FM Jersey City; George Arnold Jr., WTAD-FM Quincy, Ill.; M. H. Bonebrake, KOCY-FM Oklahoma City; Sol Chain, WHIM New Haven; C. M. Jansky Jr., Jansky & Bailey; Ben Strouse, WWDC-FM Washington.

NAB's liaison members with RMA are T. A. M. Craven, WOL Washington; Everett Dillard, KOZY Kansas City; William Fay, WHAM Rochester; James D. Shouse, WLW Cincinnati; George B. Storer, WJBK Detroit.

Mr. Balcom announced appointment of members to the RMA Service Committee, whose long-range objective is improved servicing of radio and TV receivers with resulting benefits to the buying public. The committee will handle several industry projects, including the RMA plan adopted last year to encourage set owners to call for qualified and franchised servicemen. Committee members are:

A. T. Alexander, Motorola Inc., chairman; W. L. Parkinson, General Electric Co., vice chairman; R. A. Chesnut, Noblitt - Sparks Industries; George Cohen, Emerson Radio & Phonograph Corp.; N. J. Cooper, Stewart-Warner Corp.; Harry A. Ehle, International Resistance Co.; F. L. Granger, Stromberg-Carlson Co.; K. L. Granger, International Detrola Corp.; Robert Herr, Philco Corp.; R. G. Hickman, Sparks-Withington Co.; W. L. Jones, RCA Service Co.; Harry Kalker, Sprague Electric Co.; Bruce R. Lafferty, Hallicrafters Co.; M. W. McKnew, Westinghouse Electric Corp.; H. A. Newell, Crosley Division; F. B. Ostman, Farnsworth Television & Radio Corp.; Don J. Phelps, General Instrument Corp.; E. A. Pool, Wells-Gardner & Co.; L. E. Prical, Sentinal Radio Corp.; J. O. Reuskens, Belmont Radio Corp.; Frank E. Smudek, Zenith Radio Corp.; M. R. Weissman, Klugs Electronics Co.

WCPO Equipment

ORDER for a 5-kw transmitter, plus antenna and associated equipment, has been placed with the electronics department of General Electric Co., Syracuse, N. Y., by Scripps Howard Radio Inc. for its projected WCPO-TV Cincinnati. The new video outlet, which will operate on Channel 7 (174-180 mc), expects to be on the air early in 1949.

The Swing is to WHB in Kansas City

WHB 10,000 WATTS IN KANSAS CITY

MUTUAL NETWORK • 710 KILOCYCLES

• 5,000 WATTS NIGHT

YOU CAN DOMINATE all WEST MICHIGAN WITH WLAV and WLAV-FM

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. C. P. 57,000. ABC Network

WLAV and WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICH.

MUSIC . . .
SPORTS . . .
24 NEWS . . .
hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH
and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH
HOTEL
Jonas Weiland, *President*

August 27 Decisions . . .

DOCKET CASE ACTIONS

Petitions Denied

Adopted memorandum opinion and order (Comrs. Jones and Sterling not participating; Comr. Hyde dissenting), denying petitions filed in behalf of licensees of KTBI WEAS WPWA WHIM KXRN WBIS WLAD WSFT WAUX for reconsideration or postponement of effective date for two years, of Commission's action of June 28 amending Sec. 1.324 (Docket 8722) of rules so as to provide that no special temp. authorizations would be issued in future in case of standard stations.

AM—1240 kc

Announced proposed decision (Comrs. Jones, Webster and Sterling not participating), looking toward grant of application of Pisgah Bcstg Co. Inc. for new station at Brevard, N. C., 1240 kc 250 w unl., cond.; and denial of application of William M. Draco for new station at Greer, S. C., for same facilities.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Chanute Bcstg. Co., Chanute, Kan.—Granted petition for leave to amend application to show addition of James T. Jackson as partner in applicant partnership.

Baker Bcstg. Co., Fresno, Calif.—Dismissed as moot petition requesting immediate grant of AM application.

McKinnon Publications Inc., San Diego, Calif.—Granted petition to dismiss without prejudice TV application.

San Diego Bcstg. Co., San Diego, Calif.—Same.

KBPS Portland, Ore.—Granted petition to accept late appearance in re application in consolidated proceeding in Dockets 8807 and 6356.

KWTO Springfield, Mo.—Granted petition to extend time to file proposed findings in re application and time was extended to Sept. 17.

Lynd Bcstg. Co., Newark, Ohio.—Denied petition to dismiss without prejudice AM application and Commission on own motion dismissed said application.

The Press Co. Inc., Albany, N. Y.—Granted petition to dismiss without prejudice TV application.

Cherry & Webb Bcstg. Co., Providence, R. I.—Granted petition to amend TV application to show revised engineering information.

WING Dayton, Ohio—Granted petition for leave to intervene in hearing on applications of Dunkirk Bcstg. Corp. and WJOC and for enlargement of Issue 4 in this proceeding.

Video Bcstg. Co., San Diego, Calif.—Denied petition for continuance of TV hearing presently scheduled Sept. 7 in San Diego, in re applications for TV facilities for that city.

Press Union Pub. Co., Atlantic City, N. J.—Granted petition for leave to amend TV application to correct clerical error in Table II of application listing officers.

August 30 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced adoption of order (1) denying petition by Paramount Pictures Inc., United Detroit Theatres Corp., New England Theatres Inc., and Paramount Television Productions Inc. for immediate determination of Issues 5 and 6 (Paramount-DuMont control issues) in Boston, San Francisco, Cleveland, Detroit and Cincinnati television hearings; (2) directed parties to San Francisco hearing to file findings of fact, etc., on or before Sept. 30; and (3) further ordered that any other parties to said consolidated proceeding be permitted to file proposed findings of fact and conclusions and supporting reasons therefor, relating to Issues 5 and 6 in said consolidated proceeding on or before Sept. 30, and (4) directed Hearing Examiner to prepare and submit recommended decision on issues involved in San Francisco hearing, including Issues 5 and 6.

Announced adoption of memorandum opinion and order (1) denying petition of The Elgin Bcstg. Co., Elgin, Ill., for reconsideration, rehearing and other relief, directed against Commission's decision involving applications of The Elgin Bcstg. Co., et al; (2) denied petition for rehearing filed by Community Bcstg. Co., Oak Park, Ill., in re this decision, and (3) denied petition for reconsideration, rehearing or other relief by Edwin Mead, Rockford, Ill., directed against decision of March 30 in above proceeding.

Announced adoption of memorandum opinion and order denying petition by Radio Wisconsin Inc., Madison, Wis., that motion of Edwin Mead for reconsideration, rehearing and other relief be dismissed; and denied said petition of Edwin Mead for reconsideration, rehearing and other relief.

Oral Argument

Scheduled oral argument before Commission to be held Oct. 4 on applications of Telecolor Corp., West Springfield Mass. and Springfield Bcstg. Co., Springfield, Mass., competing applicants for new AM station in Springfield.

AM—1230 kc

Announced proposed decision looking toward grant of application of Coastal Bcstg. Co. for new station at Lakeland Fla., 1230 kc 250 w unl., conditioned upon filing of application for mod. CP to specify acceptable trans. site and ant. system; and denial of competing application of Citrus Belt Bcstrs. Inc. to change WSIR's assignment at Winter Haven, Fla., from 1490 kc 250 w unl. to 1230 kc 250 w unl.

AM—1400 kc

Announced proposed decision looking toward grant of application of Mission Bcstg. Co. to change facilities of KONO San Antonio from 1400 kc 250 w unl. to 860 kc 5 kw-D 1 kw-N DA-N subject to cond. that (1) applicant will correct any problems which may arise from cross-modulation or re-radiation between its proposed ant. system and that of KTSA San Antonio; and (2) that proposed trans. site and ant. system shall be subsequently approved by CAA and denial of conflicting application of Texas Star Bcstg. Co. for new station in San Antonio, requesting same facilities.

ACTIONS OF THE FCC

AUGUST 27 to SEPTEMBER 2

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization

August 30 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WJHO Opelika, Ala.—Involuntary assignment of license from Yetta G. Samford, C. S. Shealy, Thomas D. Samford Jr., deceased, d/b as Opelika-Auburn Bcstg. Co. to Yetta G. Samford, C. S. Shealy and Aileen M. Samford, executrix of estate of Thomas D. Samford Jr., deceased, d/b as Opelika-Auburn Bcstg. Co.

Assignment of CP

WMIE Miami, Fla.—Voluntary assignment of CP from Lincoln Operating Co. as trustee for Sun Coast Bcstg. Corp. to Sun Coast Bcstg. Corp. AMENDED re stockholders.

License for CP

WXLW Indianapolis—License to cover CP new standard station.

WFYC Alma, Mich.—Same.

WGOV Valdosta, Ga.—License to cover CP change frequency, increase power, etc.

Modification of CP

WINS New York—Mod. CP change frequency, increase power, etc., for extension of completion date.

CP to Reinstate

WMFD-FM Wilmington, N. C.—CP to reinstate CP new FM station which expired Aug. 2.

(Continued on page 82)

—OUT OCT. 11—

1948 BROADCASTING MARKETBOOK

● The most complete analysis of your market since the 1942 Market Data Issue.

WIRE SPACE RESERVATION TODAY COLLECT FOR CHOICE POSITION

Advertising Deadline—Sept. 13

REGULAR RATES APPLY

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

the *Tuned-in* station
throughout the fabulous Panhandle...
KGNC
710 KC. AMARILLO, TEXAS 10,000 WATTS
REPRESENTED BY TAYLOR-HOWE-SNOWDEN
Radio Sales, Inc.
MEMBER OF THE LONE STAR CHAIN

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager with selling experience to manage 1000 watt station in growing southeastern city. Give all details experience, references, expected earnings first letter. Reply Box 476, BROADCASTING.

Salesmen

Transcription salesmen—All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

OPENING FOR
SALES MANAGER
IN MAJOR MARKET

Ability to promote broadcast sales in major market on highly competitive basis. Must have at least 10 years sales experience in radio advertising. Unlimited opportunity for the man who can qualify. Send complete information regarding salary, past positions and date available first letter. Confidential.

BOX 604, BROADCASTING

Rare opening for sales and promotion man. Small progressive station in West Virginia. Good salary, splendid opportunity for ambitious and energetic person. Apartment available. Prefer one who wants something permanent and an opportunity to advance. Write Box 539, BROADCASTING.

Salesman—Experienced time salesman with proven selling ability capable producing results competitive market. Willing pay top salary. WAND, Canton, Ohio.

We need man or woman with enough training and experience to work into manager of sales for livewire independent in key southern city. Full details first letter. Box 577, BROADCASTING.

Announcers

Announcer-control board operator willing and able to work on GI Bill of Rights. Somebody with initiative who is willing to work in exchange for varied experience in all types of announcing. Box 411, BROADCASTING.

COMPLETE STAFF

New station in New England needs complete staff including announcers, salesmen, engineers and copywriter. Chief announcer with strong production background and leadership ability needed. Send complete application, expected earnings and recent photo to Box 599, BROADCASTING.

Help Wanted (Cont'd)

Announcer-engineer, must be experienced, for powerful FM operation in beautiful California mountain location. Excellent working conditions, modern housing available. Opportunity for ambitious, all-round man with first class ticket. Give full details. Box 492, BROADCASTING.

Enlarging staff. Need good combination announcer-operator, with first ticket. Need experienced and steady man who wants to settle in a good community and progress. Have apartment available. Will consider chief engineer who can announce. Start $60.00. Write Box 540, BROADCASTING.

Sportscaster, $75 to start. State what sports you have done. Novices don't apply. Midwest city over 100,000. Box 549, BROADCASTING. Your reply will be held confidential.

Wanted immediately, good announcer, apply in person. WJOC, Jamestown, New York.

Wanted: two combination men, emphasis one, sports announcer. Other capable chief engineer. WSSO (Mississippi State College), Starkville, Mississippi.

Wanted: two announcer-engineers for 250 watt station to go on the air about October 1st. North Plains Broadcasting Co., Perryton, Texas.

Starting weekly salary $70 for combination announcer - operator fulltime Mutual local. Require first class phone license but no technical maintenance duties. Must be experienced and capable announcer. N. J. Cooper, WMNC, Morganton, N. C.

Experienced announcer wanted for 1000 watt independent in pleasant small southern city. Send disc, picture, references. Fric Fields, WTND, Orangeburg, S. C.

Technical

Southern 5000 watt AM and 10,000 watt FM desires services of two experienced studio and transmitter men. Excellent salary and working conditions. Box 534, BROADCASTING.

Chief engineer for 1 kw station in South Carolina. Excellent opportunity. Previous operating experience necessary. $60.00 week. Send details training, experience and small photo to Box 546, BROADCASTING.

Wanted—Transmitter engineer for North Carolina daytime station. Prefer single man with car. Experience unnecessary. Starting wage $45.00 weekly. Box 558, BROADCASTING.

Engineer-announcer for network affiliate in southwest. $250 month for 5½ day week. Must be sober, steady, reliable. Letter, disc to Box 560, BROADCASTING.

Wanted: Transmitter engineer midwest 1 kw. Car necessary. Amateur or other previous radio background desirable. Contact J. Harold White, Chief Engineer, Radio Station WKTY, La Crosse, Wisc.

Wanted—Operator, include in application typing ability, audition record. Starting pay $40 per week. Write or wire Chief Engineer, KVOC, Casper, Wyoming .

Need chief engineer with experience to take over 250 watt station in Texas. Also, need three or four engineers with and without experience to work at new 5000 AM and FM station to be completed around December 1, 1948. Contact Chief Engineer, KPLT, Paris, Texas.

Network station wants transmitter operator with first class ticket. No experience necessary. Announcing would help, but not essential. KEMP, KVER, Albuquerque, New Mexico.

Wanted: Transmitter operator with first class radio telephone license preferably with some studio experience. Radio Station WCSC, Charleston, South Carolina.

Help Wanted (Cont'd)

Production-Programming, others

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Wanted—Experienced home economics director to run daily broadcast from modern kitchen studio. Send complete details and photo first letter. Box 567, BROADCASTING.

Program director and music librarian, announcer, 250 watt independent New England. Personal interview required. Box 580, BROADCASTING.

Wanted: Program director with knowledge of small station operation for progressive New England, independent 250 watt station. Apply Box 595, BROADCASTING.

Young woman who can write with a punch! 1000 watt, midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk sales-copy, and who "mikes" well. Send sample copy, qualifications, salary expected and photo to Box 592, BROADCASTING.

News man, experienced on beat and writing to take over responsible job on one-kilowatt independent. Give age, background, qualifications, salary expected. WKAN, Kankakee, Illinois.

PROGRAM
DIRECTOR
WANTED

An opportunity at once for a topflight man for a station that has been on the air for 25 years. In third largest metropolitan market. Must have ability to produce live audience and build show. A knowledge of good copy, music, production, publicity and a willingness to cooperate with sales department. Write full details including past positions, salary, date available in first letter. Box 603, BROADCASTING. *Confidential.*

Situations Wanted

Managerial

Experienced manager—Can handle complete station including construction and maintenance of directional antennas. Have proven managers record and first class license. Box 521, BROADCASTING.

Assistant manager, business manager or manager available. Ten years successful management of midwestern regional network affiliate. Also, experienced in accounting, taxes and other phases of station operation. Box 554, BROADCASTING.

Best managers are radio people—not converted brush salesmen. 20 years in radio. Handled every radio job from manager down. Know how to handle radio people and their problems. Progressive ideas seasoned with horse sense management. Family man, college grad, sober, best references. Will do commendable job for substantial station. Box 569, BROADCASTING.

Situations Wanted (Cont'd)

Successful station executive offers you: the best references—and fourteen years of the finest radio management experience. For nine years the radio director of a leading national advertising agency, placing business for some of the nation's top spot accounts. For the past five years program executive of a large midwestern station. Can be available immediately. Box 598, BROADCASTING.

Desire position, as working commercial manager, salesman or station manager, with progressive station in midwest or south preferred, that will appreciate results. Successful record selling radio time, managerial experience. Old enough to be settled, young enough to achieve results. Box 585, BROADCASTING.

Commercial manager desires market change after successful record and opportunity with progressive organization on salary-bonus remuneration basis. State details your proposition first letter. All replies answered. Box 601, BROADCASTING.

Salesmen

Present chief engineer one kilowatt wants opportunity to learn sales and or management. Two years announcing experience. Have made two complete station installations. Late twenties, neat appearance, pleasant personality, married, settled and have car. Salary must be reasonable, but secondary to opportunity. Personal interview possible. Box 556, BROADCASTING.

Announcers

Announcer - program director. News, play-by-play all sports, MC, dialect. 6 years of local and network experience, top references. Reliable veteran seeking permanent position. Write Box 369, BROADCASTING.

Announcer, three years experience, all phases. Emphasis on programming production. Presently employed. Box 408, BROADCASTING.

Announcer desires position with progressive station. West preferred. Presently employed. Disc, etc. available. Box 493, BROADCASTING.

ANNOUNCER
and
ANNOUNCER WITH 1st PHONE
DESIRE POSITION TOGETHER
Discs, photos, background available on request.
P. O. Box 323, Aiken, S. C.
Telephone 107

Announcer—Recent graduate of top radio school. Trained in announcing, writing and directing. Willing to work hard and locate anywhere. Will send disc, photo and detailed background. Box 559, BROADCASTING.

Announcer-writer. Equivalent two years broadcasting experience. Will send disc, photo upon request. Box 562, BROADCASTING.

Announcer, experienced, play-by-play sports, news, disc shows. Prefer west or southwest. Presently employed. Box 563, BROADCASTING.

Radio announcer. Age 29. Experienced, dependable. Especially qualified for baseball play-by-play and sports in general. Any locality acceptable. Box 571, BROADCASTING.

Newscaster-announcer, veteran, 24, year commercial experience. Can operate board. Box 572, BROADCASTING.

Announcer, experience regional stations. Looking for permanency northeast. All types announcing, good jock, emphasis news, sports. Disc, photo, myself available immediately. Box 573, BROADCASTING.

Would like position where intelligent announcing counts, or if right offer would consider sales. Thoroughly experienced in both, as well as management. Sober, reliable, loyal. Box 616, BROADCASTING.

Experienced announcer. Sportscaster-play-by-play and staff. Will travel. Box 617, BROADCASTING.

(*Continued on page 80*)

Situations Wanted (Cont'd)

Announcer — Two years experience. Newscaster, versatile staff man, married, veteran, 26. Send for disc and references. Box 581, BROADCASTING.

A short ad because I'm a young married veteran, but a serious one. Can do (quite capably) your jockey and audience participation shows. Doing same now, but desire change. Help! Box 584, BROADCASTING.

Available at once—Sports announcer with 3½ years experience play-by-play description in Big Nine Conference. Box 587, BROADCASTING.

Announcer-program director, 25, now employed, desires permanent position in Wisconsin area. 2½ years experience. Excellent references. Single. Box 588, BROADCASTING.

If experience counts, I'm your man. Over fourteen years before the mike, announcing and producing top shows. Four years with 50 kw network station in New York. Good selling voice, single, 39, sober and no drifter. Photograph, transcription and references upon request. Prefer west coast or middlewest. Available Sept. 25 or before. Box 590, BROADCASTING, 360 N. Michigan Ave., Chicago.

Announcer: Veteran, 2 years Armed Forces Network. Sports, news, disc jockey. GI training acceptable. Available immediately. Box 596, BROADCASTING.

Announcer—Married, vet. Experienced on network and independent stations. Good voice. Topflight newscaster—disc shows, popular and classics. Also audience participation and live talent show experience. Presently employed. Photo, disc, available. Box 578, BROADCASTING.

Technical

Engineer, presently employed chief of kilowatt. Have staff announcing experience. Desire good solid combination or straight engineer position. Box 557, BROADCASTING.

Combination or straight control engineer available. Family man, 24 years of age, vet with first phone. Over one year broadcast experience. Northern station only. Box 561, BROADCASTING.

Chief engineer 1 kw wants permanent position with progressive station. Construction experience, knowledge FM and TV. $75 minimum. Married. Box 564, BROADCASTING.

Transmitter technician, experience 5 kw directional installation operation maintenance desires position near Phila. Box 565, BROADCASTING.

Chief engineer, eighteen years supervisory experience, network and independent. One to fifty kw. Installation, AM-FM directional arrays, maintenance specialist. Exceptional military communications record. Presently chief 5 kw. Excellent references including present employer. Desire permanent connection. Box 574, BROADCASTING.

Engineer, college, first phone xmitter, studio recording, 2 years, $65. Prefer N. Y. area. Ted Braunstein, P. O. B. 511, Chester, Pa.

Situations Wanted (Cont'd)

Engineer-chief 250, prefer Pa.-N. Y. area. R. C. Barritt, 1200 Susquehanna, Pittston, Pa.

First class engineer, 1 year experience, desires to locate in central U. S., not south of Tenn. Can do maintenance, recording, remotes. Write Robert W. Auton, Webbs Cross Roads, Ky.

Engineer—First phone, since '42. Married, have car, will travel. Desire position chief small net station. Will accept combination. Require $70 week. Available two weeks notice. Box 582, BROADCASTING.

12 years experience, 7 as chief. Degree, married, children, position progressive station. Box 586, BROADCASTING.

Have first class ticket. Basic course in announcing. Not experienced. LaVerne Holeton, Charter Oak, Iowa.

Engineer, announcer. 1st phone, college degree, S.R.T. Radio City, N. Y. Emphasis on engineering. Want experience, will travel for permanent position. Box 593, BROADCASTING.

Not a meter watchman, but an engineer. Full technical responsibility, can build and maintain. Desire permanent position chief of local or regional. Nick Yalowey, 210½ Maiden Lane, Fayetteville, North Carolina.

Two engineers. One with extensive television training. Both experienced in 250 watt operation. Are tired of inefficient operation. Desire position(s) with progressive station(s). All replies given serious consideration. Box 579, BROADCASTING.

Operator—1st phone. Experience 250 watt. Reliable, efficient. RCA grad. Married. Will travel. Box 575, BROADCASTING.

Production-Programming, others

GIRL BIRD—
FLORIDA BOUND

Takes to the air with the greatest of ease
Dreams up slick copy that's fresh as a sea-breeze.
Got a job—Got a show
But feel the urge to get up and go.

BOX 602, BROADCASTING

Program director-chief announcer of regional or topnotch local station. College graduate, 28, ten years experience announcing, programming and selling. Excellent record. Excellent references. Veteran, draft exempt. Southerner. Minimum $85 weekly, plus talent and sales commission. Box 576, BROADCASTING.

Continuity writer. Experienced, imaginative, versatile. Wants opportunity with growing station in California, Texas, Arizona or Nevada. Make your town my home. Box 550, BROADCASTING.

Program director - announcer. Three years small market. Metropolitan station experience. Seeks future with progressive station. Box 409, BROADCASTING.

Situations Wanted (Cont'd)

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Program director of 250 watt independent, 24, college graduate, thoroughly experienced all phases AM operation. Want to break into television and willing to start at the bottom. Box 583, BROADCASTING.

3 years radio news, continuity writer. 2 years reporter, copy-reader. Journalism graduate. Will travel, single. Have car. Radio news and/or continuity job desired. Box 589, BROADCASTING.

Television producer—Has written, directed, edited documentary motion pictures. Now program director NBC AM affiliate. Capable of originating, writing, staging video shows for limited budget television station. Box 591, BROADCASTING.

Musical director wants staff job with medium size station. Handles all types of musical programs, records and transcriptions. Is experienced organist-pianist. All offers carefully considered. Box 594, BROADCASTING.

Young man, college trained, Ohio State University and West Liberty State College, desires position in vicinity of New York City. Experienced in program directing, sales, musical production, continuity, musical library, and other branches of radio. Write Box 597, BROADCASTING.

Get this! I'm a writer. A good one. But I'm sick of stations that fawn, toady, tremble, and whine apologetically whenever a client calls in! (One, two, three; "Caspar Milquetoast" PD's force a sickly smile in unison!) Out with nambypamby programming and stale buying entreaties—in with originality, creativeness, copy that makes 'em chuckle! Plenty of experience, ability, national air credits, live, transcribed shows, flip commercials, special events. The "hardy" soul, (there can't be more than one), be glad to hear from you. Box 566, BROADCASTING.

STEPPING UP

Announcer, currently employed 50,000 watt network owned and operated affiliate, interested in advancing to program-management field. Confident and able. Married and sober. Box 600, BROADCASTING.

I've resigned. My station isn't going anywhere so I am. Can handle almost any responsible radio position. 20 years radio experience as announcer, production director, program director, news director, newscaster, local salesman, government radio, voicing network feeds, assistant manager. College grad, family man, best references. Box 568, BROADCASTING.

Two-way stretch. Hardworking young livewire wants copy and announcing job with small station. House organ ass't editor for 1½ years. College and announcing school. Box 570, BROADCASTING.

Attention AM or FM stations east, west, north and south. Vet, 27, married, attended Columbia Radio College, Chicago. Few months experience at Hines station and FM. Know control board. Sober, not a floater, would like permanent position. Do special act. Would like GI Bill. Available after Sept. 15. Disc, photo, references. Tom Kasel, 220 S. Lincoln St., Westmont, Ill.

Schools

TV PRODUCTION TRAINING

NEXT CLASSES BEGIN SEPT. 20th
COURSES (GI APPROVED): PROGRAM PRODUCTION - ANNOUNCING - WRITING - ACTING - CAMERA OPERATION
COMPLETE TV STUDIO EQUIP. - TV EXPERIENCED STAFF
ACT NOW - WRITE FOR ENTRANCE REQUIREMENTS

TWIN CITY TELEVISION LAB
NATION'S FOREMOST TV PRODUCTION TRAINING CENTER
(Affil. with Bock School for Radio)
Lyceum Theatre Minneapolis, Minn.

ONE-YEAR RADIO BROADCASTING COURSE

Classes held Evenings
Monday through Friday 6-9 P.M.
Designed for veterans and others interested in intensive training for the professional radio field. Announcing, dramatics, creative and continuity writing, production, programming, radio news, radio workshop, introduction to television, radio advertising. Faculty includes prominent radio station specialists. College credit. Limited enrollment. New modern studios. G. I. approved. Classes begin Sept. 27.
Write Secretary of Evening Division for Catalog.

EMERSON COLLEGE
Founded 1880
130 Beacon Street, Boston, Mass.

Employment Service

THANKS BROADCASTERS!

Most available employees—you have taken. Immediately we need managers-television engineers, if qualified—V. high. Sales and program managers to $165 wkly. DJ's—deep voice personalities—high. Promotion pub. rel. mgr.—creative producer open. News/sportscasters, editors, copywriters—to $110 wk. Construct./chief engrs. (Esp. tv & fax)—open. Salesmen (experienced)—V. high. Secretaries—traffic girls to $45 wk. Xmitter-studio engr-annor-tech. (good voices)—U. S. & foreign—V. high. RRR-Radio Employment Bureau, Box 413, Phila. 5, Box 413, Boston 9.

For Sale

Small independent station in major Pacific coast market for sale. On excellent paying basis. Economical operation. Twenty-five thousand dollars will handle. Balance from profits. Box 509, BROADCASTING.

One 392 ft. Lehigh tower. Self-supporting with insulators and gaps. Buyer to dismantle. Best offer takes. WHOM New York 19.

170 foot type 101 Wincharger tower (being replaced with taller tower.) We will sell the tower erected on your site or sell the tower only.

Tower Construction Co.
Commerce Bldg., Sioux City, Iowa

For sale. General Electric model 8 wire recorder and 6 volt inverter for portable operation. Single mike input ½ hour playing time. Excellent condition. Will sell for 30% original cost or $200. Doyle Osman, KXO, El Centro Calif.

For sale: One 250 watt RCA transmitter, two sets tubes, two crystals, 185 foot Wincharger tower with lighting equipment and other accessories. Priced to sell quick for $2,000.00. First come, first served. Wire, write or phone James R. Doss, Jr., Radio Station WJRD, Tuscaloosa, Alabama. Equipment available for immediate delivery.

For sale: Lehigh self supporting tower 179' A-1 condition lighting equipment included available immediately $1400.00 FOB Goldsboro. Contact Daniel B. Trueblood, WGBR-WGBR FM, Goldsboro, N. C.

NAOB, Dept. 111
3338 16th St., N.W., Washington 10, D. C.
Please send information about
☐ Residence ☐ Correspondence Course
Name _____
Address _____

THE NATIONAL ACADEMY OF BROADCASTING, INC.

Gives its classes practical experience in broadcasting over local stations.

WE PREPARE AND SUPPLY TRAINED PERSONNEL

Our graduates are employed in stations from Nashua, N. H., to San Francisco.

* * *

Approved under G. I. Bill

For Sale (Cont'd)

For sale Fulltime 250 watt station. Mutual affiliate in city of 40,000 south central group. Priced right, terms arranged. Box 605, BROADCASTING.

Ampex-Brush 303 magnetone recorder—$695.00. RCA 86A1 limiting amplifier $310.00. First check for each takes. You pay transportation. WLAK, Lakeland, Florida.

For sale 2 brand new RCA hi-fidelity recording attachments type 72DX complete with hi-fidelity recording heads type MI850C 30 to 10,000CPS with heater and compensator kit. Also 1 portable battery operated Wirecorder adapted for broadcast use with separate power supply, wonderful for remotes where battery operations are essential. Someone needs this Wirecorder. Wire or write KDTH, 8th and Bluff, Dubuque, Iowa.

GE transmitter 1 kw 304-A with limiting amp and spare tubes. Operates now. $6000 cash. Ship with 24 hrs assembled ready to operate. Station XEAZ, 961 4th Ave., San Diego, Calif.

Recording equip.; portable: K-8 extra turntable; mikes, stands, accessories; cost over $600.00. Year old. Perfect condition. $500.00. William Karr, 119 Anacostia Rd. S. E., Washington 19, D. C.

Wanted to Buy

Wanted: 23A Western Electric console in good condition. Write A. M. Resendek, Yorktown, Texas.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
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Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

LATE CLASSIFIEDS

Help Wanted

Managerial

Commercial manager who can produce. Mutual, 1 kw, good market. KPUG, Bellingham, Washington.

Announcers

Announcer. Versatile, capable, experience in all phases. Send audition disc and give detailed information about yourself, previous experience, salary expected, when available. WAKR, Akron, Ohio.

Announcer wanted. Leading 50,000 watt station in big city, important large market middlewest. All-round experience, good announcer. Box 618, BROADCASTING.

Salesmen

Local salesman wanted. Leading 50,000 watt station in large important middlewest market, has opening for local salesman. Excellent opportunity for a man who has proven sales record, pleasing personality and is hard worker. Write Box 619, BROADCASTING.

Late Classifieds (Cont'd)

Production-Programming, others

Capable baseball, football, basketball, play-by-play-caster with good general programming and production experience needed at WFRP Savannah. Personal interview essential.

Situations Wanted

Salesmen

Salesman-writer: Past year with recognized agency as TV director. Two years feature-publicity writer for weekly. Strong music background. Radio officer during war; radio/telegraph license. Desire chance to demonstrate ability. 26, married, will travel. Box 606, BROADCASTING.

Salesman, experienced, wants position in midwest or west coast. Announcing and continuity experience, also. Must be progressive station, with good commission potential. Box 607 BROADCASTING.

Announcers

Very capable professionally trained announcer desires staff work. Definitely no floater. Thorough background in announcing, newscasting, radio writing, sales. Let audition tell story. Wire or write Harvey Candeaux, 0112 S. W. Hamilton, Portland, Oregon.

Script-announcer-traffic-(girl) ambitious, good voice, some experience, will travel, swell women's programmer. Box 610 BROADCASTING.

Disc jockey, announcer, experienced in handling comedy, interview, on street programs. Desire station 250 mile radius of NYC. Box 609, BROADCASTING.

Announcer: 26, married, dependable, experienced in all phases. Employed 5 kilowatt ABC. Want Minnesota or Wisconsin area. Reply Box 608, BROADCASTING.

Announcer with three solid years of experience in northeastern and southwestern stations, desires location with station looking for good ad-lib and personality man. Preferably independent. Married and would need minimum of sixty-five a week. Looking for a station that is run by radio men who know good radio, to settle with. Box 615, BROADCASTING.

Situation: Announcer, married, children. College graduate. One year experience. Strongest on news. Operate any board. Personal interview 250 mile radius New York. Permanency paramount. Dave Rosehill, 119-21 Metropolitan Avenue, Kew Gardens, New York.

Technical

Engineer with car available immediately. Veteran. Free to travel. Box 614, BROADCASTING.

Engineer-First phone, age 24, married. Eighteen months experience studio, remotes and transmitter relief. Active ham. Desire permanent position and living salary. Box 611, BROADCASTING.

Engineer, first phone. One year experience. Travel. Box 612, BROADCASTING.

Engineer 1st phone. Five years marine telegraph experience. No broadcast experience. Box 613, BROADCASTING.

NEW ENGLAND
MAJOR MARKET OPPORTUNITY

A profitable station with outstanding potentialities. Located in one of the best New England markets. Price $100,000.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
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Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

ARE your transcribed and recorded programs really "clean"? Or are they haunted by intermodulation distortion—the effect produced on one frequency in a non-linear system by the presence of another frequency?

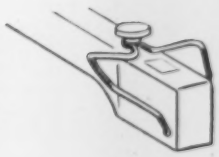
Exhaustive tests at Bell Telephone Laboratories *prove* that intermodulation distortion is present in most reproducers to a much greater extent than would be tolerated in any other part of the audio system. These same tests have shown that the 9 Type is exceptionally free from intermodulation distortion.

Just listen to well cut transcriptions reproduced by a Western Electric 9 Type. Notice the absence of intermodulation "hash" at the higher frequencies. Then you'll realize why frequency response tests alone cannot tell the full story of reproducer quality!

FREE!

WIRE HANDLE FOR 9 TYPE REPRODUCERS

If you want this convenient wire handle for your 9 Type Reproducer, just call your local Graybar Representative. Ask him too, about the revolving stock plan for quick replacement of damaged reproducers. If you prefer, write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.



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Western Electric
— QUALITY COUNTS —

FCC Actions

(Continued from page 78)

Applications Cont.:

Assignment of CP

KOMB Los Angeles—Voluntary assignment of CP new FM station to John Brown Schools of Calif. Inc.

License Renewal

WCFC Beckley, W. Va.—License renewal FM station.

License for CP

WCED-FM DuBois, Pa. — License to cover CP new FM station.

WGBR-FM Goldsboro, N. C.—Same.

WJHP-FM Jacksonville, Fla.—Same.

WTAR-FM Norfolk, Va.—Same.

KCRC-FM Enid, Okla.—Same.

Modification of CP

WKJG-FM Fort Wayne, Ind.—Mod. license new FM station to change ERP from 24 kw to 30 kw.

WAYS-FM Charlotte, N. C.—Mod. CP new FM station to change ERP from 20 kw to 7.74 kw, ant. height above average terrain to 417 ft. and make changes in ant. system.

WJLD-FM Birmingham, Ala.—Mod. CP new FM station to change ERP from 40 kw to 53.4 kw, ant. height above average terrain from 750 ft. to 661 ft.

WCBT-FM Roanoke Rapids, N. C.—Mod. CP new FM station to change ERP from 10 kw to 15 kw, decrease ant. height above average terrain to 332 ft., decrease overall height above ground to 396 ft. and make changes in ant. system.

WPRO-FM Providence, R. I.—Mod. CP new FM station to increase ant. height above average terrain to 449 ft.

WVKO Columbus, Ohio—Mod. CP new FM station to change ERP from 39 kw to 52.1 kw, ant. height above average terrain from 225 ft. to 219 ft.

WJNO-FM West Palm Beach, Fla.—Mod. CP new FM station for extension of completion date.

WDWS-FM Champaign, Ill.—Same.

WKYC Paducah, Ky.—Same.

WWLH New Orleans, La.—Same.

KRMD-FM Shreveport, La.—Same.

WKBZ-FM Muskegon, Mich.—Same.

WTTH-FM Port Huron, Mich.—Same.

WBCA Schenectady, N. Y.—Same.

WKBH-FM LaCrosse, Wis.—Same.

WTMJ-FM Milwaukee—Same.

WSAU-FM Wausau, Wis.—Same.

WNAO-FM Raleigh, N. C.—Same.

WISR-FM Butler, Pa.—Same.

WJPA-FM Washington, Pa.—Same.

KLUF-FM Galveston, Tex.—Same.

WGTM-FM Wilson, N. C.—Same.

KSBR San Bruno, Calif.—Same.

WDBO-FM Orlando, Fla.—Same.

KVSM-FM San Mateo, Calif.—Same.

WOL-FM Washington, D. C.—Same.

KMA-TV Omaha, Neb.—Mod. CP new commercial TV station to decrease ERP from vis. 17.8 kw aur. 8.9 kw to vis. 16.7 kw aur. 8.4 kw.

WLWD Dayton, Ohio—Mod. CP new commercial TV station to decrease ERP from vis. 50 kw aur. 25 kw to vis. 15.6 kw aur. 8.2 kw.

WBAP-TV Fort Worth, Tex.—Mod. CP new commercial TV station for extension of completion date.

WWJ-TV Detroit, Mich.—Same.

WFIL-TV Philadelphia—Same.

TENDERED FOR FILING

Transfer of Control

WRRN WRRN-FM Warren, Ohio—Consent to transfer of control of license and CP of AM station and CP of FM from Perry H. Stevens, Lucy S. Stevens, Frank T. Nied and Evelyn A. Nied to The Tribune Co.

KWEM West Memphis, Ark.—Consent to transfer of control of 33-1/3% common stock of licensee corporation from Beloit Taylor to John F. Wells and Phillip G. Back.

Assignment of License

WBBZ Ponca City, Okla.—Consent to assignment of license to Ponca City Pub. Co.

APPLICATION DISMISSED

Modification of CP

WPTR Patroon Bcstg. Co. Inc., Albany, N. Y.—Mod. CP new standard station for extension of completion date. DISMISSED Aug. 26.

August 31 Decisions . . .

BY THE SECRETARY

Allen B. DuMont Labs. Inc., Oxford, Conn.—Granted license for new exp. TV relay station W1XUX.

Granted licenses of following remote pickup stations on regular basis for peroid beginning Aug. 27, 1948: WMWB Area Port Huron, Mich.; WJEN Area Rochester, N. Y.; WJFP Area Rochester, N. Y.; WEKY Mt. Washington, N. H.; WEOD Boston. Further extended licenses of following remote pickup stations on temp. basis only, pending receipt of and/or determination upon application for renewal of license in no event later than 3 a.m. (EST) Dec. 1, 1948: WEPA Area New York; KABD Area Los Angeles; KAOG Area Los Angeles; KAOY Area Los Angeles; KAAD Area Fort Worth, Tex.; KEGT Area Fort Worth; WBCZ Area Portsmouth, N. H.; WAAI Area Cleveland; WAAQ Area Cleveland; WEMU Area Cleveland; WEMV Area Cleveland; WEMW Area Cleveland.

Albuquerque Bcstg. Co., Albuquerque, N. M.—License of remote pickup station KNHU further extended on temp. basis only, pending receipt of and/or determination upon application for renewal of license for KOB, in no event later than 3 a.m. (EST) Dec. 1, 1948.

WSOU South Orange, N. J.—Granted mod. CP to change type trans. and to increase ERP to 1 kw, and for ext. of completion date to 1-1-49.

Following were granted mod. CPs for extension of completion dates as shown: WTPS-TV New Orleans, to 3-30-49; KRSC-TV Seattle, Wash., to 11-15-48; WILN Area Arecibo, P. R., to 11-15-48; KFPW Fort Smith, Ark., to 11-15-48.

American Bcstg. Co. Inc., Area Los Angeles—Granted license for new remote pickup station KHKL.

American Bcstg. Co. Inc., Area Chicago—Same for WGJM.

WVJS-FM Owensboro, Ky.—Granted license for new FM station.

Paducah Bcstg. Co. Inc., Area Paducah, Ky.—Granted license for new remote pickup station.

WJJC Beckley, W. Va.—Granted assignment of CP to Joe L. Smith Jr. Inc.

KOVO Bcstg. Co., Area Provo, Utah—Granted CP new remote pickup station.

California Inland Bcstg. Co., Fresno, Calif.—Granted CP new ST link station.

WGTM Wilson, N. C.—Granted mod. CP to change trans. location.

KRNT Des Moines, Iowa—Granted license to use old main trans. for aux. with 5 kw.

KPAN Hereford, Tex.—Granted license new station 860 kc 250 w D.

WITZ Jasper, Ind.—Granted license new station 990 kc 1 kw D and specify studio location.

WTNT Augusta, Ga.—Granted mod. license to move studio location.

WWOL Lackawana, N. Y.—Granted CP install aux. trans., 1120 kc 250 w.

KGW Portland, Ore.—Granted CP install new type trans.

WRYO Beaver Valley Radio, Inc., Rochester, Pa.—Granted mod. CP for approval of ant., trans. and studio locations.

KBKX Bexar Bcstg. Co., San Antonio, Tex.—Granted mod. CP for approval of ant. and trans. location.

WIBB The Peach State Bcstg. Co., Macon, Ga.—Granted mod. CP for extension of completion date to 11-17-48.

WVSC Edisto Bcstg. Co., Barnwell, S. C.—Granted mod. CP for extension of completion date to 11-16-48.

Memphis Pub. Co., Area Memphis, Tenn.—Granted licenses for new exp. TV relay stations W4XIF and W4XJJ.

The Journal Co., Area Milwaukee—Granted mod. CP to change frequency of TV relay W9XLI to 6950-6975 mc.

WFML Washington, Ind. — Granted mod. CP to change studio location and change trans.

Following were granted mod. CPs for extension of completion dates as shown: WGTM Wilson, N. C., to 10-14-48; KOIN Portland, Ore., to 9-30-48; KYW Philadelphia, to 12-13-48; WDTV Pittsburg, to 10-30-48; KVME Merced, Calif., to 12-17-48; KPRA Portland, Ore., to 12-10-48; WGBG-FM Greensboro, N. C., to 9-15-48; KRPO San Jose, Calif., to 11-16-48; WRRN-FM Warren, Ohio, to 11-23-48; WONS-FM Hartford, Conn., to 10-15-48; WHBF-FM Rock Island, Ill., to 3-17-49; WELL-FM Battle Creek, Mich., to 9-18-48; KFSD-FM San Diego, Calif., to 12-5-48 (*); WEGO-FM Concord, N. C., to 12-5-48 (*); KFAC-FM Los Angeles, to 11-16-48 (*).

KFMB-TV San Diego, Calif.—Granted mod. CP for extension of completion date to 3-16-49.

WDSU-TV New Orleans—Same.

WKRC-TV Cincinnati—Same.

(*) On cond. that construction be completed or interim operation provided by that date.

August 31 Applications . . .

ACCEPTED FOR FILING

AM—600 kc

WFAK Charleston, S. C.—CP change frequency from 730 to 600 kc, increase power from 1 kw D to 1 kw DN, change hours from D to unl., install DA-DN. AMENDED to change name of applicant from J. B. Fuqua, Mrs. Dorothy Chapman Fuqua and F. Frederick Kennedy d/b as Charleston Bcstrs. to George Graham Weiss.

(Continued on page 84)

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Lee STATIONS

SPECIAL WCFL PROGRAM MARKS POWER BOOST

MARKING its official opening as a 50-kw station, WCFL, the Chicago Federation of Labor outlet, will air a special Labor Day program this evening (Monday) at 7 o'clock (CDT) with William Green, president of the American Federation of Labor, and William A. Lee, president of the Chicago Federation, as guest speakers.

Don McNeill, toastmaster of ABC's *Breakfast Club*, will interview labor union officials of the station, and Fibber McGee and Molly and Bob Hawk will congratulate WCFL on its increased power via transcriptions.

The show will trace the 22-year history of the station, and introduce industry personnel who began their careers there.

Non-Interconnected NBC TV Outlets Get Features

SIX PROGRAM series of NBC's television feature service are being offered to non-interconnected NBC video outlets through kinescopic film recording, the network announced last week.

The programs, which the network is offering to all of its television affiliates not yet linked in its East Coast loop are: *Musical Miniatures, Story of the Week, Stop Me If You've Heard This One, America Sang, Howdy Doody,* and *Television Screen Magazine.*

The NBC Television Recording system, as the method of filming video shows from the kinescope or picture tube is known, was first used by NBC commercially during the two major political conventions held in Philadelphia earlier this summer.

FOOTBALL prospects for 1948 are discussed by (standing) R. H. Mason, general manager of WPTF Raleigh, N. C., and (l) Grantland Rice while Mayor Robert Madry of Chapel Hill, N. C., listens in. Occasion was the WPTF annual football banquet which was attended by over 300 Southern Conference coaches, sportswriters and football officials.

Agencies

(Continued from page 13)

Advisory Committee, Group created to encourage non-immigrant travel between 14 participating European countries and to stimulate trade, economic and cultural understanding.

NORMAN H. STROUSE, vice president in charge of Detroit office of J. Walter Thompson Co., elected to board of National Outdoor Adv. Bureau Inc.

GRANT Adv. opens new offices in Durban, Union of South Africa. **CHRISTOPHER CROSS**, previously with Cape Town office, is in charge.

ROBERT La BLONDE, director of news bureau of Foote, Cone & Belding international, is in England on first leg of trip around the world during which he will visit key FC&B offices, affiliate companies and FC&B public relations officers abroad.

DAVID S. HILLMAN Inc., Los Angeles, moves to new quarters at 8607 Sunset Blvd.

HAROLD F. STANFIELD Ltd., Montreal, opens Vancouver office in Copp Bldg., Hastings St. West. **JOHN R. MARKEY**, formerly of Stewart-Lovick & Macpherson, Vancouver, is manager of new office, and **DOROTHY McQUEEN** is radio director.

Tube Sales Down

SALES of radio receiving tubes fell, to 9,637,244 in July due to plant shutdowns and other seasonal factors, Radio Mfgrs. Assn. announced Friday. June sales were 15,114,272. The July sales brought the 1948 total reported by RMA member companies to 109,643,207 tubes. July sales consisted of 6,466,320 tubes for new sets, 2,824,013 for replacements, 308,620 for export, 38,291 for government agencies.

EMERSON RADIO and Phonograph Corp. and subsidiaries last week reported consolidated net profit, after taxes, for 39 week period ending July 31 of $1,326,290.64, equal to $1.66 per share on 800,000 shares outstanding.

FCC Actions

(Continued from page 82)

Applications Cont.:

License for CP

WTAO Cambridge, Mass.—License to cover CP new standard station AMENDED to change name of applicant from Harvey Radio Labs. Inc. to Middlesex Bcstg. Corp.

Petition to Reinstate

KMFD Mrs. W. J. Virgin, Medford, Ore.—Petition for reinstate and grant application for voluntary assignment of license to Gibson Bcstg.

License Renewal

Aplications for renewal of standard broadcast license filed by: KIOX Bonham City, Tex.; KOIL Omaha, Neb.; KRGV Weslaco, Tex.; KSCJ Sioux City, Iowa; KVOA Tucson, Ariz.; KWBR Oakland, Calif.; KXOL Fort Worth, Tex.; WBTM Danville, Va.; WDRC Hartford, Conn.; WFBR Baltimore; WLBR Lebanon, Pa.; WTAQ Green Bay, Wis.

License for CP

WIBM-FM Jackson, Mich.—License to cover CP new FM station.

Modification of CP

WBEZ Chicago—Mod. CP for changes in non-commercial educational station for extension of completion date.

WISL-FM Shamokin, Pa.—Mod. CP new FM station to change ERP from 5.5 kw to 5 kw, type of trans., increase ant. height above average terrain to 834 ft.

KSDO San Diego, Calif.—Mod. CP new FM station for extension of completion date.

WBSM New Bedford, Mass.—Same.

WBCM-FM Bay City, Mich.—Same.

WHKC-FM Columbus, Ohio—Same.

WLAN-FM Lancaster, Pa.—Same.

WLPM-FM Suffolk, Va.—Same.

TV—54-60 mc

Lutheran Church-Missouri Synod of Missouri, Ohio and other States, Clayton, Mo.—CP new commercial TV station on Channel 2, 54-60 mc, ERP vis. 0.98 kw, aur. 0.639 kw and ant. AMENDED to change corporate name to Lutheran Church-Missouri Synod.

TENDERED FOR FILING

WADW New Orleans—Request for SSA by Louise C. Carlson, permittee, to use facilities of WJBW for period of nine months, operating on 1230 kc 250 w unl.

September 1 Applications . .

ACCEPTED FOR FILING

License for CP

WAUD Auburn Bcstg. Co., Auburn, Ala.—License to cover CP new standard station. AMENDED to change name of applicant from William W. Hunt, I. Shelkofsky and Elmer Salter, partnership d/b as Auburn Bcstg. Co., to Auburn Bcstg. Inc.

WMTC Vancleve, Ky.—License to cover CP new standard station.

License Renewal

Applications for renewal of standard broadcast license filed by: KFBB Great Falls, Mont.; KREI Farmington, Mo.; KYNO Fresno, Calif.; WGPC Kalamazoo, Mich.; WNDR Syracuse, N. Y.; WORC Worcester, Mass.; WSM

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ew Orleans, La.; WTUX Wilmington, el.

AM—1400 kc

Sandhills Bcstg. Corp., Alliance, Nebr. CP new standard station 1400 kc, 50 w unl. AMENDED re stockholders.

Assignment of License

WHKP Hendersonville, N. C.—Voluntary assignment of license from nroe M. Redden and William A. erton, d/b as Redeye Bcstg. Co. Radio Hendersonville Inc.

WHBO Sulphur Springs, Fla.—Voluntary assignment of license from arold A. Dunlap and James D. Sinard, partnership d/b as Sulphur prings Bcstrs., to Harold A. Dunlap nd Harry J. Dunlap, partnership d/b Sulphur Springs Bcstrs.

Relinquishment of Control

WOOD Grand Rapids, Mich.—Voluntary relinquishment of control of ense corporation from WFBM Inc. Arthur R. Treanor.

Transfer of Control

KKIN Visalia, Calif.—Voluntary transfer of control of licensee corporation rom D. O. Kinnie to Lyman Treasand Albert F. Blain.

Modification of License

WCRB Waltham, Mass.—Mod. license increase power from 500 w to 1 w. AMENDED to change name of apcant from L. P. Liles, John R. ffer and Richard C. O'Hare partnership d/b as Charles River Bcstg. to L. P. Liles, Richard C. O'Hare nd Deuel Richardson, partnership b as Charles River Bcstg. Co.

CP to Reinstate

WTUX-FM Wilmington, Del.—CP to nstate CP new FM station which pired Aug. 1.

License Renewal

WGNC-FM Gastonia, N. C.—License newal FM station.

Modification of CP

WWCO-FM Waterbury, Conn.—Mod. new FM station for extension of mpletion date.

KIDO-FM Boise, Idaho—Same.

WFTW-FM Fort Wayne, Ind.—Same.

WSNJ-FM Bridgeton, N. J.—Same.

KOIN-FM Portland, Ore.—Same.

KRIC-FM Beaumont, Tex.—Same.

WOSH-FM Oshkosh, Wis.—Same.

WSB-TV Atlanta, Ga.—Mod. CP new mmercial TV station for extension of mpletion date.

Assignment of CP

KTTV Los Angeles—Assignment of P new TV station from The Times-Mirror Co. to KTTV Inc.

TENDERED FOR FILING

Assignment of CP

KCHE El Reno, Okla.—Consent to signment of CP to C. C. Woodson d Ross K. Prescott d/b as El Reno stg. Co.

WACA Camden, S. C.—Consent to signment of CP to Camden Bestg. rp.

September 2 Decisions . . .

BY A BOARD

AM—1340 kc

Southwestern Pub. Co., Springdale, k.—Granted CP new station 1340 kc 0 w unl. Estimated cost: $20,550; gr. cond.

AM—1260 kc

The Fort Morgan Bestg. Co., Fort rgan, Col.—Granted CP new station 1260 kc 500 w D; estimated cost: 3,880; engr. cond.

AM—1350 kc

Hermitage Bestg. Corp., Nashville, nn.—Granted CP new station 1350 c 1 kw D; estimated cost: $11,625; gr. cond.

Modification of License

WSTS Southern Pines, N. C.—Granted od. license to change main studio loation from 113-115 E. Broad St. outhern Pines, to near Southern Pines, C. (BML-1309), waiving Sec. 3.30 of rules.

WJHO Opelika, Ala.—Granted mod. ense to permit operation on 1400 with 250 w unl. instead of 100 250 w-LS.

Transfer of Control

WHYU Newport News, Va.—Granted sent to transfer of control of stock terests aggregating 70% of issued ck from J. A. Gill, S. A. Twiford and P. Leary to John Doley for $60,000.

WMOA Marietta, Ohio—Granted conto transfer of control over Marita Bcstg. Co. by sale of all voting ck from Howard L. Chernoff, Melva hernoff and Mildred Chernoff to illiam G. Wells for sum of $70,000.

Assignment of License

WCNT WCNT-FM Centralia, Ill.—anted assignment of AM station d WCNT permit for WCNT-FM from Hobart Stephenson to WCNT Inc. for $120,000.

Hearing Designated

Suffolk Bestg. Corp., Patchogue, N. Y.—Designated for hearing application for new station 1370 kc 500 w D and made WBNX New York and WAWZ Zarephath, N. J., parties to proceeding.

Modification of CP

KRLD Radio Corp., Dallas, Tex.—Granted mod. CP to specify new trans. site; change studio location, equipment and ERP to vis. 15.1 kw, aur. 7.5 kw; ant. 480 ft.

Radio Cincinnati Inc., Cincinnati—Granted mod. CP for change in equipment, studio location and minor changes in ant.; and vis. power from 23 to 24.5 kw, ant. height from 640 ft. to 648 ft.

FM—102.7 mc

Metropolitan Radio Corp. of Chicago—Granted CP new Class B FM station, 102.7 mc (Channel 274), 20 kw, 505 ft.; estimated cost: $38,666.

Request Denied

WFIL-FM Philadelphia—Denied request for authority to use call letters WFIL-FX during simplex facsimile broadcasts. Station is licensed under rules governing FM broadcast stations and facsimile broadcasts are authorized under provisions of these rules. Use of call letters other than those assigned to station would appear to cause confusion, which would be particularly objectionable during initial commercial facsimile broadcasting.

STA—Satellite

WWHG Hornell, N. Y.—Granted six-months STA to operate 10-w satellite station on Channel 285 (104.9 mc) to improve reception of FM programs of WWHG.

September 2 Applications . . .

ACCEPTED FOR FILING

License for CP

KYOU Greeley, Col.—License to cover CP new standard station.

WLOI LaPorte, Ind.—Same.

WISC Madison, Wis.—License to cover CP new standard station and to specify studio location as 114 N. Carroll St.

WTSP St. Petersburg, Fla.—License to cover CP increase power, etc.

License Renewal

Applications for renewal of standard broadcast license filed by: KGVO Missoula, Mont.; KIT Yakima, Wash.; KMO Tacoma, Wash.; KOL Seattle, Wash.; KXLW Clayton, Mo.; WBBR Staten Island, N. Y.; WDOD Chattanooga, Tenn.; WEEB Southern Pines, N. C.; WEEK Peoria, Ill.; WJDA Quincy, Mass.; WLOL Minneapolis; WNBF Binghamton, N. Y.; WOOD Grand Rapids, Mich.; WORK York, Pa.

AM—1430 kc

The Advocate Printing Co., Near Newark, Ohio—CP new standard station 940 kc 250 w D. AMENDED to change frequency from 940 to 1430 kc, power from 250 to 500 w, changes in ant. system to incorporate FM tower, changes in ground system and trans. location.

Modification of CP

KMED Medford, Ore.—Mod. CP increase power, etc., for extension of completion date.

KSD St. Louis—Same.

WHLW Rutland, Vt.—Mod. CP new standard station for extension of completion date.

License Renewal

WCEC-FM Rocky Mount, N. C.—License renewal FM station.

Modification of CP

KIOA Des Moines—Mod. CP new FM station for extension of completion date.

WMCF Memphis, Tenn.—Same.

TENDERED FOR FILING

Assignment of CP

WOKZ WOKZ-FM Alton, Ill.—Consent to assignment of license of AM and FM stations to WOKZ Inc. No change of ownership.

Transfer of Control

WBSR Pensacola, Fla.—Consent to transfer of control of 10% of stock in licensee corporation from Kirke M. Beall to Ruth Braden.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO SEPTEMBER 2

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,754	313		566	315
FM STATIONS	192	718[1]	97[2]	86	40
TV STATIONS	7	116[3]		298	190

[1]399 are on air. [2]7 are on air. [3]3 are on air.

TV APPLICATIONS

Los Angeles—Los Angeles Broadcasting Co. Inc., Channel 13 (210-216 mc), 29.52 kw visual, 14.76 kw aural, antenna height above average terrain 2,915 ft. Estimated cost $403,925, first year cost of operation $400,000, revenue $100,000. Applicant is licensee KFAC and KFAC-FM Los Angeles. Facilities of KLAC-TV Los Angeles are requested.

Memphis, Tenn.—Harding College, Channel 2 (54-60 mc), ERP 15 kw visual, 7.5 kw aural, antenna height above average terrain 302 ft. Estimated cost $234,018.65, first year operating cost $80,000, revenue unknown. Applicant is licensee WHBQ Memphis. Filed Sept. 1.

Tyler, Tex.—Tyler Broadcasting Co., Channel 9 (186-192 mc), ERP 1 kw visual, 0.5 kw aural, antenna height above average terrain 395 ft. Estimated cost $84,945, first year operating cost $12,000 - $20,000, revenue unknown. Partnership: James W. Fair, oil business and peach and pecan orchards, 10%; his brother, Wilton H. Fair, attorney, 10%; Dr. Irving Brown, physician, 20%; Durward J. Tucker, electrical and radio engineer, 20%; Ray G. Thurmond, attorney, 20%, and W. M. Rodgers, former parttime announcer-operator at KGKB Tyler, 20%. Firm is applicant for 250 w daytime on 940 kc there. Filed Sept. 1.

AM APPLICATIONS

Attleboro, Mass.—Jackson Assoc. Inc., 1320 kc, 1 kw, daytime. Principals: Patrick T. Jackson Jr., clerk-treasurer and 4.693% owner of American Reenforced Paper Co., maker of reenforced waterproof paper, president and 1.33% owner; Jerome Ottmar, employe of Spencer Thermostat Co., subsidiary of Metals and Control Corp., treasurer 6.66%; Jarvis P. Kellog, Boston attorney, clerk; Howard H. Sweet, sole owner Sweet Mfg. Co., maker of jewelry chain, clerk, and 11 other minor stockholders. Metal and Controls Corp., maker of laminated metals and thermostatic controls, holds 56% interest and Sweet Mfg. Co. holds 13.33%. Estimated cost $28,655. Filed Sept. 2.

Broken Bow, Neb.—Custer County Broadcasting Co., 1400 kc, 250 w, unlimited. Principals: Bud Crawford, radio repairman and engineer, president and 25% owner; Georgia A. Crawford, secretary-treasurer 30%; Clyde Losh, rancher, vice president 10%; George T. Backe, accountant who has been employed by New York Stock Exchange, 2.5%; Gerald Thurman, county superintendant of schools, 2.5%; Carl R. Swanson, engineer at WCFL Chicago, 5%. Estimated cost $14,364.66. Filed Aug. 31.

El Dorado, Ark.—El Dorado Broadcasting Co., 1400 kc, 250 w, unlimited. Principals: C. E. Palmer, president and 37% owner KCMC Inc., licensee KCMC Texarkana, Tex., vice president and 23% owner KTHS Hot Springs, 15% owner KVMA Magnolia and 6% owner KAMD Camden, Ark., president; Frank O. Myers, 5% owner and general manager KAMD and general manager KCMC, secretary and general manager; Joe K. Mahoney, attorney, vice president; J. H. Alphin, real estate owner, treasurer. Each holds a 20% interest as also does KCMC Inc. Filed Sept. 2.

Grenada, Miss.—Grenada Broadcasting Co., 1400 kc, 250 w, unlimited. Copartnership: J. W. Arendale Sr., former 50% owner WKOZ Kosciusko, Miss., and engineer WJRD Tuscaloosa, Ala., and H. M. Boswell Jr., announcer, program director and salesman at WKOZ. Estimated cost $13,800. Filed Aug. 31.

Junction City, Kan.—Junction City Broadcasting Co., 1570 kc, 1 kw, daytime. Co-partnership: Raph L. Weir Jr., head of electronics division, Naval Supply Depot, Clearfield, Ogden, Utah, and Richard P. Meek, chief engineer WMBH Joplin, Mo. Estimated cost $9,810. Filed Aug. 31.

Radford, Va.—Rollins Broadcasting Inc., 1340 kc, 250 w, unlimited. Firm is applicant for AM-FM in Georgetown, Del. Principals: John W. Rollins, president Rollins Motors Inc., Ford agency operators, Lewes, Del., president and 175 shares; Orville Wayne Rollins, general manger Rollins Bros. summer resort and mineral springs, vice president and 200 shares; Jack C. Gardner, secretary 1 share; Katherine E. Rollins, wife of John W., treasurer 24 shares; Rollins Motors Inc., 200 shares. Estimated cost $25,930. Filed Sept. 2.

Ukiah, Calif.—Bartley T. Sims, 1400 kc, 250 w, unlimited. Mr. Sims is vice president, general manager and 10% owner of KXRX San Jose, Calif. He one time was owner of KWJB Globe, Ariz., which he founded in 1938. Estimated cost $15,935. Filed Aug. 30.

FM APPLICATIONS

Madisonville, Ky. — Madisonville Broadcasting Co., Class A, Channel 285 (104.9 mc), ERP 0.695 kw. Estimated cost $7,990. Applicant is licensee WCIF there. Filed Aug. 31. Resubmitted.

Madisonville, Ky.—Messenger Broadcasting Co., Class A, Channel 261 (100.1 mc), ERP 1 kw. Applicant was incorrectly identified as operator WCIF Madisonville in BROADCASTING, Aug. 30. Principals: Edgar F. Arnold Sr., president and editor daily "Messenger," president and 12.5% owner; Edgar F. Arnold Jr., wire editor of paper, 6.5%; Kenneth L. Arnold, chemist with Western Kentucky Coal Co., 6.1%; Elmer L. Kelly Jr., advertising manager of paper, vice president 12.2%; H. W. Wells, owner Wells Radio-Music Co., secretary-treasurer 12.2%; Ernest L. Claytor, city editor of paper, 2.4%; Madisonville Pub. Co., publisher of "Messenger," 48.8%. Filed Aug. 24.

OCT. 9 IS SET AS DATE FOR WXYZ-TV OPENING

TEST PATTERNS are expected to begin on WXYZ-TV, ABC's Detroit video outlet, sometime next week, with daily transmission until the inaugural on Oct. 9, James G. Riddell, general manager, announced late last week.

The station, whose AM affiliate originates *Challenge of the Yukon*, *The Lone Ranger* and *The Green Hornet*, plans to release programs of similar calibre when it goes into operation. Chicago shows, such as *Breakfast Club*, *Ladies Be Seated* and *Welcome Travelers*, are expected to be piped in by coaxial cable from ABC's WENR-TV, which begins telecasts Sept. 17 (see separate story).

WXYZ-TV's debut, completing ABC's Midwestern video network, will link Chicago, Detroit, Cleveland, Toledo, Buffalo and two other still undetermined TV centers, by coaxial cable. Detroit is now in contact with Toledo by microwave relay, Mr. Riddell explained.

The station opener will introduce civic, state and federal officials in dedication ceremonies during an hour-long program. That evening the Detroit Lions professional football team's first home game will be televised under lights at Briggs Stadium. Preparing for this, station personnel are rushing work on construction of the video tower atop the Maccabees Bldg., the main auditorium of which WXYZ-TV will use as a studio.

New staff members and talent are joining the station.

At Deadline ...

UNIVERSITY COUNCIL URGES LOCAL NEWS EMPHASIS

EMPHASIS on local news programs at stations, with journalism courses improving their instruction in this field, was advocated by Council on Radio Journalism, which met last week in Denver. Guest at meeting was Ralph Hardy, KSL Salt Lake City, one of NAB's members on new University Assn. for Professional Radio Education.

Chairman Mitchell V. Charnley, U. of Minnesota, to name committees to study news instruction, including plan for clinic for teachers. William Brooks, NBC vice president and council director, said it is too soon to teach TV news techniques, which are still experimental, unless school cooperates with TV station.

Ralph D. Casey, U. of Minnesota, spoke on radio journalism in war-torn areas. R. Russell Porter, U. of Denver, told of progress in professional training. Council entertained by Lloyd Yoder, KOA, and Gene O'Fallon, KFEL. Attending meeting, besides those mentioned, were Floyd K. Baskette, Emory U.; Karl Koerper, KMBC Kansas City; Fred S. Seibert, U. of Illinois; Paul H. Wagner, Ohio State U.; Arthur C. Stringer, NAB, secretary-treasurer of council.

UBS CHANGES NET PLAN TO TRANSCRIPTION PROJECT

NEWLY-ORGANIZED Union Broadcasting System Corp., headed by Col. James T. Healey, WOKO Albany president and general manager, is dropping plans to feed live programs to small affiliated stations which would form nucleus of projected fifth national network, and instead will confine its activity to producing and transcribing tape programs for use by member stations.

While declining to name stations about to affiliate with union, Col. Healey said preparations for tape network are progressing rapidly. Several manufacturers of transcribing tape are competing for UBS contract, he said.

Under plan, tape-recorded programs will be airmailed to stations each day, one day ahead of broadcast schedule. UBS will collect 30% of affiliate's card rate for commercial shows; sustainers will cost stations $10 an hour.

Col. Healey named following Albany residents as his associates:

Chester Hubbell, president, Northern Lumberman's Assn., vice president and a director of UBS; John Aiello, produce dealer, treasurer and director; Murray Willard, northeastern manager, Aluminum Co. of America, director; Ira Mendelson, manager, Albany plant of Bab-O, director; Charles J. Tobin Jr., attorney, secretary and counsel. UBS maintains offices in Wellington Hotel, Albany, where WOKO is located.

WABD RATE INCREASE

WABD New York, key station of DuMont television network, on Oct. 1 steps up its base nighttime hourly rate from $800 to $1,000, Humboldt J. Greig, sales manager, announced last week. Half-hour rate at same time will be increased from $480 to $600 and quarter-hour charge from $320 to $400. Increases were described by Mr. Greig as reflecting television's proved ability as an advertising and sales medium. He also announced that weekly volume discounts and annual discounts will be instituted Oct. 1.

BUS RADIO, STORE CASTING FEATURE FMA AGENDA

FM ASSN. convention in Chicago Sept. 27-29 will discuss transit radio and store casting as featured topics, according to Marion Claire, WGNB Chicago, FMA convention chairman. Calling them innovations in broadcasting, Miss Claire said they will play a major role in expansion of FM.

Hulbert Taft Jr., president of Transit Radio Inc. and general manager of *Cincinnati Times-Star* stations, WKRC and WCTS (FM), will speak on FM in public conveyances. Cy Neuman, radio director of Menough, Martin & Seymour, Des Moines, will discuss the store casting technique.

FMA survey on membership desires for convention discussion showed 91% of FM stations want time sales on the agenda, 76% programming and promotion, 62% dealer cooperation, 41% engineering, 29% business office operations, 15% talent.

NEW AUDIENCE DATA INCLUDED IN HOOPERATINGS

CITY-BY-CITY network audience analysis described as offering appraisal of effect of time-zones, sequence in programming, and comparisons of competing programs announced by C. E. Hooper Inc. as additional service for subscribers to city Hooperatings.

First summary report covers period between December, 1947 and April, 1948. According to plan, up to 68 individual city audience ratings on each network will appear on single page so various appraisals may be made at glance. Plans are eventually to include 100 cities in listing.

Rating is presented for cities grouped by geographical sections. It will include reporting on two hours of network station time so comparisons may be made between competing network programs, and shows preceding or following specific program.

FIRST TELENET PETITION FILED AT COMMISSION

RECEIPT of first of new Texas Telenet System's television applications—for Channel 2 (54-60 mc) at San Antonio—reported by FCC Friday. Telenet also filing for Austin and Corpus Christi and plans to apply for Waco and Ft. Worth (early story, page 30). San Antonio application is for 14.39 kw visual and 7.2 kw aural powers and antenna height 510 feet.

Meanwhile WBEN-TV Buffalo applied for regular license, filing NBC affiliation contract. Only other pending TV license application is that of KSD-TV St. Louis. FCC also received application of WNBF-TV Binghamton, N. Y., asking that permit for Channel 12 be modified to specify 23.45 kw visual and 11.725 kw aural powers and that additional time be allowed to complete construction.

DECCA DIVIDEND

DECCA RECORDS Inc. declared regular quarterly dividend of 12½c per share on capital stock of company payable Sept. 30, 1948, to stockholders of record Sept. 16, 1948.

TOP 10 NEW YORK TV SHOWS SHOWN IN PULSE ANALYSIS

PULSE Inc. television ratings for evening programs on New York stations during August show *Toast of the Town* (WCBS-TV, Sun.) on top with 37.0. Other programs in top 10 were:

Texaco Star Theatre, WNBT, Tues., 31.0; Boxing, WNBT, Thurs., 29.0; Giants vs. Pittsburgh, WNBT, Sat., 28.0; Brooklyn vs. Cincinnati, WCBS-TV, Fri., 27.0; Small Fry Club, WABD, Mon.-Fri., 26.2; Boxing, WPIX, Mon., 26.0; Brooklyn vs. Chicago, WCBS-TV, Wed., 26.0; Original Amateur Hour, WABD, Sun., 24.0; Film, Breaking the Ice, WNBT, Sat., 22.0; Wrestling, WABD, Fri., 22.0.

Total sets-in-use decreased slightly during month to 30.2 compared to 31.4 in July. Also in August listening for video sets only was 20.2, and radio only, 11.7.

HOUSE GROUP TO PROBE RADIO SCHOOL STRIKE

STUDENTS at Radio-Electronics School of New York have petitioned Mayor O'Dwyer for investigation following action of Local 555 of Teachers' Union (UPW-CIO) in calling teachers' strike and throwing picket line around school. Seven of school's more than 30 teachers obeyed strike call, and Col. Edward M. Kirby, WMAK Nashville general manager, co-founder of school, said enrollment had dropped from 600 to 450.

Chairman Fred Hartley (R-N. J.), chairman of the House Labor Committee, said subcommittee will hold hearings on picketing to determine if Communist influences are responsible. Committee undercover investigators have been on scene.

SAVINGS BOND CONFERENCE

RADIO-TELEVISION on agenda U. S. Treasury Savings Bonds Division sales development conference in St. Paul Sept. 13-17. Some 30 state and national Bond officials to attend and review past campaign strategy and map future plans. News conference of Secretary of Treasury John W. Snyder to be televised by KSTP-TV St. Paul according to arrangements still being worked out. Believed this would be first Cabinet member's press session to be televised. Other stations in area reported planning coverage of conference.

TV HEARING APPEARANCES

APPEARANCES for Sept. 13 FCC-Industry conference to consider revision of 2½-year-old TV standards on Friday included George P. Adair, consulting engineer, RCA-NBC; A. S. Abell Co. and Paramount Television Productions [BROADCASTING, Aug. 30]. Three more appearances added for Sept. 20 hearing on high-band (475-890 mc) are Zenith Radio Corp., Paramount Television Productions and Sarkes Tarzian.

Closed Circuit

(*Continued from page 4*)

to refashion Broadcast Division into three sections or divisions: (1) processing; (2) trial attorneys; (3) review.

LIKELIHOOD of general realignment may account for FCC's failure to relieve Assistant General Counsel Harry M. Plotkin of temporary job as head of Broadcast Division by "about Sept. 1," as planned. Vacationing during hay-fever season, Mr. Plotkin reported is due back about mid-September, though there's speculation he won't stay beyond end of year. In his absence, Edward F. Kenehan is acting in broadcast post.

BUT NOT

THROUGH ADVERTISING ALONE

MANY are the advertising men, sales managers and manufacturers who have come to WLW with problems. And many are those who have found help. *But not through advertising alone!*

For service at The Nation's Station goes much deeper than merely selling time on the air. Distribution, selling appeal, product and package must all be right if advertising is to be fully effective. And with a "know-how" peculiar to the territory it serves, plus facilities unequalled at any other radio station, WLW is often in a position to help all along the line.

For instance: The maker of a new proprietary product had virtually no distribution and only a few hundred dollars to spend. Through guidance from WLW, he was able to plot his outlets strategically. With the help of WLW's merchandising representatives, he gained the cooperation of dealers. By concentrating his promotion, he won quick public acceptance in this area. Expansion followed. Today, the product is on druggists' shelves throughout the nation and its name is a household word. (We'll tell you the name on request.) Such cases are not uncommon.

WLW-Land is a true cross-section of America. In this vast area are farm homes, rural communities, medium size cities and many large cities—cities dependent upon manufacturing as their principal economic structure . . . cities of equal size dependent upon the distribution of farm products. WLW reaches these towns with the same variance found in a network program—it is dominant in one city and less dominant in another.

The area, the conditions, and the degree of dominance all contribute in making WLW-Land an ideal proving ground for new products and new techniques. And WLW has, in its many facilities, the manpower and "know-how" to check accordingly the effectiveness of your advertising in this area under various conditions.

WLW SERVICE FACILITIES INCLUDE . . .

PEOPLE'S ADVISORY COUNCIL
to determine program preferences and for general consumer market studies.

CONSUMER'S FOUNDATION
to determine consumer reaction to products and packaging.

MERCHANDISING DEPARTMENTS
to stimulate dealer cooperation, check distribution, report attitudes, etc.

TEST STORES
to check potential buying responses, effectiveness of new packaging, displays, etc.

BUY WAY
monthly merchandising newspaper for retailers and wholesalers.

SPECIALTY SALES
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation